

PRINTERS' INK

Registered U. S. Patent Office

12 West 31st Street, New York City
A JOURNAL FOR ADVERTISERS

VOL. XC

NEW YORK, JANUARY 21, 1915

No. 3



THE A. Colburn Company is one of the largest producers of mustard and spices in America. During its fifty-seven years of commercial life, the larger part of the Colburn business has been in bulk goods which could not be identified by the consumer as Colburn's.

Package goods have also been sold by this concern for many years, but it was only recently that the Colburn Company decided to push them and concentrate the Colburn quality reputation on this package line.

At this point, we were selected to assist in bringing the superior qualities of these package goods to the attention of the American housewife. The Colburn advertising is now under way and indications of very satisfactory results are already manifest.

If your product is a new one and the problem is to establish it, or whether the article is an old one that requires a new stimulus, we are equipped physically, financially and by experience to render the most practical of advice and to carry the resultant plans to a successful issue.

N. W. AYER & SON

Philadelphia

New York

Boston

Chicago

(This is Advertisement Number Sixty-nine of a Series)

When Peter is Robbed Paul is Paid

*The Subway mishap of January
6th merely diverted traffic to the
Elevated lines*

A splendid demonstration of the popularity of the rapid transit systems of Greater New York is contained in the official traffic figures of that day.

The Subway carries 1,000,000 passengers daily. Because of the serious tie-up January 6th only 406,919 people could use the underground. This left the larger part of the normal subway traffic, 593,081 riders, in an open transportation market. 52% of this number, 312,299, used the Elevated lines; only 22%, or 132,680, was added to the normal surface line total, and the remaining 148,102 were unaccounted for.

The newspaper accounts of this Subway suspension described how the entire financial and commercial business of lower Manhattan was demoralized, because the business men of that section were unable to arrive at their offices.

The facts given in the two foregoing paragraphs should be of considerable interest to all advertisers. They clearly show that rapid transit traffic is always sure, and on occasions where one system loses the other gains. And the quality of rapid transit circulation is admirably proved by the almost complete demoralization of business in the "executive section" of New York by one day's tie up.

We have exclusive control of the card and poster space on the Subway and Elevated lines of New York and are sole agents for all car advertising in Brooklyn. The total *daily* traffic of these systems is 3,482,355, or 67% of Greater New York's passenger total.

WARD & GOW

50 Union Square

New York

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

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"Made in U. S. A."—Is It a Sound Policy for This Country?

The Heads of Some of the Largest Concerns in Their Respective Industries Give Straight-From-the-Shoulder Opinions on This Question of Vital Importance to Every Business Man

IF the "Made in U. S. A." movement is, in fact, the great means of promoting American trade abroad and at home which its enthusiastic advocates represent it to be, then it is high time that something is done to formulate policies and to give the campaign definite form.

If, on the other hand, there is good ground for the arguments of the opponents of the propaganda—if it is true that the movement may prove to be a veritable boomerang—if it is not being taken seriously by our leading manufacturers—then it is well that everybody should know the facts before much time and money shall have been expended in promoting a lost cause.

It is peculiarly PRINTERS' INK's province—"Made in U. S. A." being virtually a form of national advertisement—to sound sentiment and assemble the facts in the case. We have tried to approach this big and important question in a thoroughly unprejudiced spirit. We hold no brief for either side to the controversy. We aim to serve American business men by getting together the facts upon which judgment must be formed and of arraying the opposing arguments so that they may be carefully studied by those most interested.

While "Made in U. S. A." has some direct bearing on each individual business, it is a bigger question than that, for it is a mat-

ter of national consequence. Already it has caught the popular imagination and has aroused patriotic sentiment from one end of the country to the other.

But if the dangers and the difficulties of this movement overbalance the possible advantages, it is highly important for everyone concerned to know it forthwith. It is the duty of every executive in charge of large interests to have an opinion. In arriving at a conclusion the following expressions from some of the most notable manufacturers of the country will be found useful. It is believed they cover nearly every shade of opinion and some highly significant sidelights are here brought out which might otherwise entirely escape attention.

Impossible to Restrict the Mark to Quality Products

By J. Ogden Armour

Armour & Co., Chicago

THE "Made in U.S.A." slogan cannot be restricted to quality or high-grade products; naturally, then, manufacturers of inferior or shoddy goods would follow this lead, with the result that all U.S.A.-made products would be viewed askance by our own people as well as foreigners, and either mean nothing, or, what is more, worse than nothing.

The phrase is now being used by some of our departments merely as temporary advertising, rather to enthuse our own employees to take a little advantage of war advertising than to exploit it in any public manner.

Believing as outlined above, my answer to the balance of your questions would necessarily be in the negative.

Imitative Methods Seldom Effective

By Jeremiah Dwyer

President, The Michigan Stove Company, Detroit

PERSONALLY I think that patriotism, in whatever form it may appear, is an excellent and commendable thing. At the same time, I am inclined to believe that every propaganda of this nature, while commendable enough in the abstract, is sure to be regarded as being quasi bumptious.

At best the "Made in" movement is but a weak imitation of a similar plan that has been in vogue in Germany for many years, where it actually meant something of importance. It is my opinion that imitative methods are seldom, if ever, as effective as might be expected and in this case I believe that, as stated, the propaganda would be subject to considerable criticism from many sources.

I am compelled to believe, after such consideration of the subject as I have been able to give it, that a less aggressive policy in regard to our products would produce better results, although upon this point I would not wish, of course, to take issue with such excellent authority as George J. Whelan, who undoubtedly has given the matter more thought and consideration than I have.

As a general proposition, I do not favor this self-laudatory plan of advertising our products and am inclined to think that some considerable criticism would be sure to result.

Many years ago we had under consideration a plan involving the use of a name-plate upon our

stoves, indicating that the goods were made in Detroit—not because we expected that this fact would be of any general interest to merchants or consumers buying the goods, but simply because we felt proud of our home city and it was patriotic reasons alone that prompted the consideration of the plan. It was finally abandoned as being too bumptious and impractical, and since then I have never felt that this general plan, whether of a national, state or purely local character, could be used with any great advantage by manufacturers.

I have attempted to give you, in a somewhat incomplete way, my general opinion of this subject, and while I realize that I have not fortified my position with any arguments of consequence, nevertheless the opinion is fairly firmly fixed, and is based upon such consideration as I have been able to give to the matter. Very possibly I am wrong in my conclusions. I would not maintain that I am not wrong. If so, I hope the plan will go through for, as stated, I am not averse to patriotism in any form, nor do I think it is advisable for us, in this country, to be too modest in regard to our products, methods of manufacture, etc.

Co-operative Campaign by Central Associations Favored

By Louis F. Geissler

General Manager, Victor Talking Machine Company, Camden, N. J.

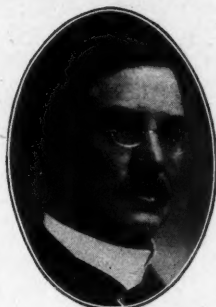
WE believe the "Made in U.S.A." movement to be a very meritorious one.

We have seen some articles deprecating the idea, but in our opinion "Made in Germany" was Germany's best advertisement, and cost other nations a lot of trade. It advertised throughout the world the source of many goods which were previously credited to other countries.

We can see no objection to other countries indulging this idea, if they choose, or of the respective States or cities in the

The American Boy

The Greatest
**PIONEERING
 OPPORTUNITY**
 in the
Publishing World



*What a great educator
 says:*

Dr. Henry Churchill King
 Author "Rational Living"
 President, Oberlin College
 Psychologist and Educator

"Habits man must have, but it is for him to choose what they shall be, provided he chooses quickly. *It is a startling fact to face that a man's personal habits are largely fixed before he is twenty.*"

HENRY CHURCHILL KING in *Rational Living*.

**Teach the boy to use your product
 now and he will always use it**

The cost of selling the American boy to-day is small. His custom will more than pay you a profit immediately. The consuming capacity of the 200,000 families back of 200,000 boys is large, and the boy is one of the largest influences on the family purchases. But more than that sell the boy your product and your trade-mark to-day and for a generation he will pay you a dividend on every dollar of the cost.

Some day your competitor may sell him a substitute for your product—but it will cost that competitor five dollars for every dollar you spent, and the chances are your competitor will never sell him.

That is A B C of advertising to the Pioneers—look through the columns of THE AMERICAN BOY for their names.

March Forms Close February 1st.

THE SPRAGUE PUBLISHING COMPANY

J. COTNER, Jr., Secretary & Treasurer
 DETROIT, MICHIGAN



Eastern Office:
E. S. MURTHEY,
 286 5th Avenue,
 New York

Western Office:
E. T. COTNER,
 1417 Lytton Bldg.,
 Chicago



United States making such a statement.

The advertisements of foreign manufacturers in our magazines and papers are infinitesimal, hence the magazines owe it to their American manufacturers and advertisers to propagate the "Made in U.S.A." movement.

We favor a co-operative advertising campaign by central associations. The fact is that there are so many thousands of small manufacturers who do not advertise nationally, who are doing nothing towards such a movement, and who should be interested, that it would be nothing at all for them to subscribe five hundred thousand dollars a year for the campaign of national advertising, going after the thing just as we do after our business in the magazines and papers, and stirring up the patriotism of our inhabitants.

Other advertising by individual members can surround this central idea.

The matter can be handled through an advertising agency, which could make a specialty of it on a regular business basis, and could see that it was properly handled. You would find your national mediums supplementing such advertising by favorable editorial comment.

The beneficial psychological influence of such a step on the buyers is undoubted.

We make some shoddy goods in the United States, but more are made in Europe, and our shoddies marked "Made in U.S.A." could well take their chances against competition in their particular sphere.

A Form of Geographical Snobbishness

By Frank L. Coes

President, Coes Wrench Co., Worcester, Mass.

WHILE the English papers are prone to see everything in the world's doings except their own shortcomings, I think they are right in characterizing the movement a "half-baked project." Of course, their own "Made in Great Britain" movement has a

few reasons for its existence that ours cannot have, but in the main they both have common faults, and I feel are going to be not only a waste of funds and energy but retroactive in ways that we least expect.

I was one of the three that started the Worcester "Big 14" folder or better, co-operative circular, and it took a long fight to make some of our later members relinquish their desire for a "slogan" or a concerted "Made in Worcester, Mass., U.S.A." caption. The "Big 5" of Philadelphia have taken the other side, and following our co-operative effort along broader lines and at greater cost use "Philadelphia Made Hardware" as a locality mark. I don't fancy using the words "trade-mark" as descriptive of such a phrase.

SLOGAN NOT A QUALITY MARK

If you will bear with me a moment, I will show you how this works out. These five makers of hardware are not the only ones in Philadelphia, and they have some competitors and more followers. If all Philadelphia metal products were the same in grade as these five, or if these five made only one grade (the highest possible) and had neither competitors nor imitators in their city there would be reason, excuse and remarkable value in their slogan.

But Disston makes several grades of saws and files, although he only talks about the higher grades; Miller makes everything in locks, and another manufacturer makes some goods he ought to be ashamed to hitch his name to, and I think he uses another brand for them; but be that as it may all the cheap products these people throw out come also "from Philadelphia" and this fact takes all the real good out of the slogan as a *quality* mark. To the buyer in South America this must mean much perplexity, and finally a loss of respect for not only the phrase "Philadelphia Made" but "Made in U.S.A." as well.

The prevalence of cheap trash, masquerading under high-sounding names, the readiness of our export papers to accept any ad-

RESOURCES \$250,000,000

To the business which has the elements of leadership, which has a character and good will that is the envy of competitors, the ideal medium would be a "directory of directors" and a "social register" all in one. TOWN & COUNTRY is that type of medium. A list was recently checked of 1600 Americans who are reputed to be worth \$1,000,000 or over, and 15½ per cent are subscribers to this publication—a minimum purchasing power of \$250,000,000.

TOWN & COUNTRY'S influence lies in the fact that it is read by people who have the means to buy what they will, when they will and where they will. It represents wealth combined with intelligence and the necessary leisure.

While we will do our utmost to encourage the use of TOWN & COUNTRY by advertisers who appreciate this characteristic, we are equally insistent in discouraging the use of TOWN & COUNTRY by advertisers who estimate the worth of a medium solely by its suitability for distributing catalogues, selling goods by mail and eliciting replies.

Some advertisers have developed the habit of measuring all publications with the same yard stick. Yet a firm which carries upon its inventory a single item valued at \$500,000, hasn't the same interest in bulk circulation as a firm which manufactures chewing gum.

TOWN & COUNTRY

vertising that would pay their prices (note Oxydonor ads in various New York export papers), the upstanding cussedness of a few export houses in substituting, where brands are not specified in orders, the goods that give them (the exporters) the greatest profit, no matter what the client was used to or had previously bought, and the fact that the United States has for years been building a reputation as furnishing the cheaper goods and, seemed proud of it, all take the pristine beauty out of this "Made in U.S.A." business.

I believe our own list of export clients, of seventy years standing in some cases, is proof that quality does not need the bolstering of any such phrase, and is better without it. Further, as all goods made here have to be so stamped for several countries, there is no point in a duplication of the words, for they must be used by the maker of the Waltham and the Ingersoll; by Gillette and by the maker of the "five-cent store safety."

"Cheap and shoddy goods" must be so marked if they are exported. The only way to combat them is to take the market to bits and to build from the bottom, placing absolutely no faith in anything that you cannot prove is actually of value to your client and yourself. The habit of the United States manufacturer is to believe everything till he knows differently. Thus, I have two letters to-day from export journals. Both, in the same high-flown language, bear down on this being the psychological moment for acquiring the major part of the South American market, and both studiously refraining from saying a word about financial conditions in South America. Of course such people as these endeavor, by suggestion, by letters purporting to be from foreign employees, by direct misstatement in some cases and always by writing half truths, to boost their own game. The yellow journals gave the cue during the first week in August and they are responsible for a lot of foolishness that has been written

about the "Made in" campaign and the possibilities for export.

The business men's cruise fell through, as it should, but this "Made in U.S.A." business will stand a lot of killing because the yellows boost for it, and the uneducated think it is patriotic.

PUBLIC NOT INTERESTED IN ORIGIN OF GOODS

To me the establishment of such a propaganda is foolishness. We will come into our own quickly enough after our manufacturers wake to the fact that the foreign markets have been held against us by personal contact, and the United States salesman has become just as ubiquitous as was the German one.

I have stated that I think the idea is wrong. I further know that the "trade associations" are useless in this case, and, in fact, more likely to be a hindrance to gaining export business. I except the Philadelphia Commercial Museum. I have answered the stamping of the goods, because it must be done if the goods are sent abroad.

And that statement is its own answer to the question of worth of the "Made in" campaign. The consuming public does not care about the origin of the product, provided it is as good as they are used to having for the money they put out. Sales are merely a matter of education, always providing the goods bear out the promises made, and equal the goods they are sold to replace.

I view the "Made in U.S.A." cult as a very serious matter, and I consider it so serious that I frankly hope that you will use every effort to show its fallacy. I hope you will land in time to stop the loss of the money and effort to manufacturers and dealers that should be put into legitimate selling campaigns.

The substitution of American-made goods is simply a matter of supply and demand, plus the delivery of goods that equal or are superior to the goods heretofore bought from Europe.

I fail to see the advantage of raising funds for any purpose

COMPLETE GUIDE "MADE IN AMERICA" PRODUCTS, ALL KINDS

H. M. THOMAS, Pres.
Founder of Thomas Pub. Co.

S. E. HENDRICKS, V.-P.
Founder and heretofore Mgr. Hendricks' Commercial Register.

Issued by a combination of the factors that have heretofore published the two best known and most extensively used works of the kind in the U. S.

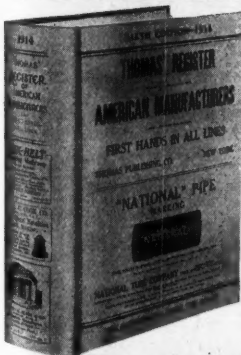
Commended by substantially all Boards of Trade, Chambers of Commerce and similar organizations of the U. S.

The Buyer who pays \$15.00 for a register for the express purpose of showing him who makes anything, is unlikely to look elsewhere for such information.

More than 15,000 such Buyers in U. S., including the majority of the largest concerns, use Thomas' Register; also an extensive foreign circulation.

All of these 15,000 Important Buyers who want anything in your line, at any time during the year are sure to see whatever you print in the one issue a year of this Register. *None of them will ever search for your matter elsewhere, even though it appears in every issue of every other publication. Too important a class to miss.*

OFFICIAL REGISTER OF THE AMERICAN MANUFACTURERS



It instantly furnishes a complete list of all the Manufacturers and primary sources of supply for any conceivable article, or kind of article, more than 70,000. It gives the home address and branches of each. It shows the approximate capital invested by each by a size classification ranging from \$500 to \$1,000,000. It instantly shows who makes any special brand or trade name. The only complete work of the kind, covering all lines. 300,000 names — 2 800 pages 9 x 12.

Used extensively by purchasing departments of U. S., State and City Government Departments, Merchants and Manufacturers in all lines in U. S.—Exporters, American Consuls, Banks, Libraries, Boards of Trade, etc.

INFORMATION HEADQUARTERS FOR LARGE BUYERS

The source of "where-to-buy" information for more than 15,000 concerns in the United States. The majority of large concerns have it in their offices for individual use. More than 1,000 of its users are rated \$1,000,000 and over. Each copy in places of public Reference furnishes information to many Buyers. One Board of Trade writes that more than 4,000 Buyers' inquiries were answered by their copy of the Register in one year.

More used in Buying than all other publications of every kind combined.

Thomas Publishing Company, 134 Lafayette Street, New York

BOSTON: Alton Station

PHILADELPHIA: Land Title Bldg.

CHICAGO: 53 W. Jackson Blvd.

other than to show the weaker and poorer manufacturers a sample of the goods they must meet *and equal*. Better by far amass a fund to be spent in the importation of counter samples from the markets we desire to enter. Foreign competition must be met by producing with high-priced labor something that is as good or better, looks as good, works as well, and is of identical style. The markets will not accept differences in style, or packing, unless they bear *prima facie* evidence of superiority, *at the same price*.

Why not turn the movement into a logically correct one, and start the trade associations to importing samples, data, original packages and machines that the small manufacturer can see, duplicate and produce?

Take an example. The South American wants a certain kind of axe that has the helve fastened on with a wedge. Germany makes what he wants. One American maker did likewise. Mind you, he didn't try to tell the user that the wedge was foolish and the American pattern was better. No, he made the same tool, only better in quality, sold it at the same price, and displayed American axe heads with it. Result, he got most of the German's trade, and a lot of new trade on his regular product. Did the buyer care where the goods were made? No, and would not have known if he had been told. *But*, he got a better axe than he had been buying at the same price, and found that the United States axes were all alike and backed by a reputation. The German goods were hand made and variable in quality. Would a slogan help that condition? A similar one exists on every class of goods except the cheapest ones. I fancy no one cares to deliberately go after the low-grade stuff to the exclusion of the quality goods, and I believe that the result above can be duplicated in everything the United States can produce.

We must learn to make brass padlocks that weigh three pounds too much, hoes that are a man's load to carry, copper kettles that

are as heavy as the ones Governor Carver cooked his first Thanksgiving pudding in, tweeds that won't wear out till they are worn colorless, shoes that fit square feet, and harness that tires the horse before he begins to work. We must learn to pack it so that nothing short of the wrath of God or dynamite will damage the cases, and we must complete our financial arrangements to meet the customs that have been established by a subsidized banking system and a paternal government that had an end in view.

Above all we must learn to write them in readable Spanish, and share with them their reverence for their holidays and celebrations. All these things our European competitors have done, and done well.

We can afford to ignore the reasons for every other "made in" campaign and look well at our own reasons for refusing to follow any such lead, being sure that sooner or later all such geographical snobbishness will become a boomerang and knock the footing out from under those who use it.

It is as impossible as a universal trade-mark would be for the makers of breakfast foods, or watches or shoes. And no one would ever consider suggesting such a thing to the makers of those articles.

I do not think PRINTERS' INK will be misled.

Skeptical of Schemes Growing Out of the War

By Edward Freschl

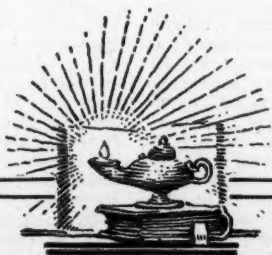
President, Holeproof Hosey Co., Milwaukee

THERE have been so many new thoughts and opinions originating since August 1 that have proved to be of little value or worse, and I have become somewhat cautious and skeptical in regard to associating myself with or accepting new merchandising schemes having the war as their basis.

If this propaganda had originated in ordinary times and un-

SCRIBNER'S

Scribner's is always worth while, always worth reading. The authoritative character of its timely and vital articles, the literary merit of its interesting fiction, the artistic tone of its attractive illustrations, and its beautiful material appeal, make Scribner's a part of the life of the most refined homes. It is a good investment of your time to read Scribner's—it is a good investment of your money to advertise in Scribner's.



der undisturbed conditions, it might appeal to me as having more value than now at a time when new ideas regarding the results of the European war are springing up daily, and whose mortality is about equal to the rate of birth. To tell the truth, I am of the opinion that the movement is somewhat of a fad which will run its course and die out in a few years. While there cannot be any possible objection to a manufacturer's placing the "Made in U.S.A." trade-mark on his goods, I do not think money spent in advertising in connection with this movement would be well invested. I was never convinced that the "anti-substitution" advertising done in magazines and newspapers bore any fruit and I think advertising the "Made in U.S.A." idea to the consumer would be equally unproductive of results.

Magic in the Word "Imported"

By Seth E. Thomas

Treasurer, Seth Thomas Clock Co.,
New York

I AM opposed to the "Made in U.S.A." movement, probably prejudiced by the well-recognized "Made in Germany" movement, which to my mind stamps an article as cheap, and has the value only of convincing me that, looking for a cheap article, and finding one stamped as made in Germany, I have found about the lowest level.

Our experience has taught us that no matter what the quality of our own merchandise, there seems to be magic in the term "imported." An inferior article when offered as being imported, of French or English make, goes a long way toward placing it in a more exclusive class.

Our own effort has always been, and will be, to build up our reputation on a well-known trade name and trade-mark, and we believe that the consuming public at large will not care whether goods are made in America, Germany or Japan, provided they get what

they want in the way they want, and at a fair price.

The Value of a Trade-Mark Depends Upon Uniform Quality

By J. W. Spalding

Vice-President, A. G. Spalding & Bros.,
New York

THE use of the words "Made in U.S.A." on goods of American manufacture is nothing new with us, as we have, for many years, adopted these words as an addition to our trade-mark. We did this in the first instance as a matter of convenience to comply with the customs laws of various countries, which required that the goods themselves be stamped with the words "Made in (the country of their origin or manufacture)," and have since adopted it as a permanent policy in connection with nearly all the goods we manufacture. We also have the same policy with goods manufactured at our English factory; such goods are marked "Made in Great Britain."

As to the effect it has on increasing the trade in our goods in foreign lands, it all depends upon the quality of the goods as compared to similar goods made in other countries. If the goods made in the United States and so stamped are of a superior quality it is undoubtedly of great advantage to our manufacturing interests that it should be known that these goods are made in the United States, and will result in increased business. If, however, the quality is not equal to that of other countries, or if the business of our American manufacturers is not conducted in a manner to command the confidence of the trade in foreign countries, then the results will be just the reverse.

The value of a trade-mark depends almost entirely upon the quality of goods made by the manufacturer exploiting that trade-mark, as compared with similar goods made by other manufacturers. If they compare favorably

(Continued on page 17)

Some publishers and advertising agents might make their business better if they were to advertise.

Quite a number seem to think PRINTERS' INK a good medium to use.

If you have some *real* information for national advertisers, maybe we can suggest a way of using PRINTERS' INK that will help you.



Since resigning from the pulpit I have practically devoted all of my time to "The Island of Surprise." I am giving it the best there is in me. It is the biggest and best piece of writing I have ever done.

Quasimodo

The latest novel by
CYRUS TOWNSEND BRADY
and the first one written by him since
his resignation from the pulpit to devote
his entire time to writing, begins in the
February 1915 issue of
THE RED BOOK MAGAZINE

(Member A.B.C.)





Does your local dealer display a sign like this?

Where it appears you may be sure of a square deal, guaranteed goods of quality, and up-to-the-minute courteous store service. And you find here, especially featured, the goods you learn to want through the advertising pages of your favorite magazine.

Nationally Advertised Goods Week
March 22-27

Will be celebrated at the stores that display the "Red and Green Advertised Goods Sign." These stores are the Good Housekeeping Stores, so designated by the magazine because they are reliable, up-to-date stores where you can buy the goods that are nationally advertised.

Good Housekeeping Stores include grocery, hardware and housewifery, drug, jewelry, dry goods, department, music and furniture stores. So be on the lookout for the sign with a red star. Purchasing there will be a pleasure.

When you read "to your local dealer" in any advertisement ask for it at the Good Housekeeping Stores.

If you don't see the red and green sign at your dealer's store, hand him this page.

Good Housekeeping Magazine
Co-operates with 162 Retail Merchants
110 West 40th St. New York

Re-advertising You

The above is one of the pieces of copy that will advertise to the housewives the great sales carnival, in which you may still participate.

NATIONALLY ADVERTISED GOODS WEEK March 22-27

will be an event of interest from one end of the country to the other. It will be a national spring sales feature of retailers in every important line of business.

Good Housekeeping for March offers the last opportunity to manufacturers to be directly included in the modern merchandizing plan. Last forms close February first.

Good Housekeeping Magazine

Co-operates With the Retail Merchant

New York Washington Boston Chicago

P. S. The first announcement to the trade on Nationally Advertised Goods Week was mailed on January 10th. The overwhelming number of letters received from retailers requesting that they be included in the great selling plan is assurance of a big success for Good Housekeeping advertisers. **Last Call**—March issue closes February first.

the trade-mark becomes an emblem of quality. Any trade-mark soon loses its value when applied to goods that are of an inferior quality as compared to those manufactured by others. In the same way the use of the words "Made in U.S.A." will become of value to the manufacturers of this country, providing the goods that are shipped to foreign lands compare favorably with the goods manufactured in other countries. In addition to this other elements enter into the question, as the care with which goods are packed and the manner in which the business is conducted.

As far as our business is concerned, we shall continue to mark our goods in the same manner we have been doing for years with the confident expectation that our trade will gradually increase as the demand for the specialties we manufacture increase. The only important policy of our business is to produce goods of the highest quality, and to make our trade-mark the emblem of quality.

Distinctly Hurtful With Canadian Trade

By George Eastman

President, Eastman Kodak Co., Rochester, N. Y.

PRACTICALLY all of the goods which we sell in the United States are made in the United States and we also export extensively. However, we operate our own factories in England, Australia and Canada and would now have a factory in operation in Budapest were it not for the war. So far as the European and Australian business is concerned, the use of the "Made in U.S.A." slogan in the United States might do no harm, but with our Canadian trade it would be distinctly hurtful. Nearly all of the goods that we sell in Canada are made in Toronto, and for several years we have made strong use of a "Made in Canada" slogan in Canadian publications. If, in our advertising in the United States publications, many of which have

an extensive circulation in Canada, we said "Made in U.S.A.," it would certainly prove confusing and undo much of the good that has been accomplished in the country of our neighbors to the north. The contradictoriness of it could perhaps be explained—but it isn't necessary for us to say to you that advertising should never need to be diagrammed.

For those who, as individuals, can use it to good advantage the "Made in U.S.A." slogan may be a good thing. For us it does not seem to be practical.

The Marking of Goods Should Be Compelled by the Government

By T. S. Young

Second Vice-President, The Southern Cotton Oil Co., New York

IAM hardly in accord with the "Made in the United States" movement. We are not prepared to join any general advertising plan to make this movement effective. As far as our own business is concerned, we never made any attempt to disguise the fact that our goods were made in America.

I see by the morning papers that the "Made in America Exposition," which was supposed to be held in Pittsburgh, has been called off, because a great many manufacturers were afraid the American public would prefer to buy foreign goods, which I think is a fact.

My own opinion is that the Government should compel the labeling of all goods made in this country, so that the buyers would know where they were made. In the end this would be a good thing for American manufacturers.

I found, for example, that the Pure Food Law has been a great help to our business, for, while our own company has always sold our oil under its true name, most of our competitors were selling it under fictitious names and the Pure Food Law has compelled all of them to do what we have been doing all the time. I am sure that it has been to the benefit

of our competitors, as well as ourselves, to increase the business.

I do not believe you will succeed in getting any large number of manufacturers to voluntarily join this movement, if they have been manufacturing goods which they have sold under foreign labels.

Movement Does Not Look "Seriously Meant"

By George A. Macbeth

President, Macbeth-Evans Glass Co.,
Pittsburgh

THE so-called slogan "Made in U.S.A." does not look seriously meant. For the last thirty years or more we have been marking goods "Made in U.S.A." for export, but it conveys no idea whatever of quality and in this respect is innocuous—"made in" any city would be no better.

The purchasing of goods is not promoted by the passage of resolutions, or any such claptrap. There is only one feature in the advertising business that I feel deserves mention: namely—the improved quality of articles advertised in magazines, also improvement in the quality of the printing. It is perfectly legitimate for anybody having household articles to make it known through advertising in the columns of the press, but if it is to be mixed up with things of doubtful character it is making bad company of the whole lot of men who spend their money for advertising. I am glad to see more or less good discretion in this respect, and think journals should scrutinize articles which they have to advertise.

No Disposition to Buy Goods According to Location

By Jackson Johnson

President, Roberts, Johnson & Rand,
St. Louis

I AM not in sympathy with this movement. One of the reasons is that I find a disposition very prevalent in this country to buy goods as far from home as they

can, and there is very little loyalty or disposition to buy because of location.

If a movement of this sort should be inaugurated, I am very much of the opinion that each individual and manufacturer should handle his own advertising, as I do not believe in joint advertising, and certainly if it is done neither journal nor publication should be called upon to do the work without proper compensation for its services.

Passing "Resolutions" Does Not Bring the Business

By B. H. Kroger

President, The Kroger Grocery & Baking Co., Cincinnati

I DON'T think much of the "Made in U.S.A." movement. People that buy goods don't, as a rule, care very much where they are made.

Of course, so much prominence in the past has been given to the word "imported" that the fact of the goods being stamped with a foreign trade-mark or name has given them a prestige, sometimes without the goods themselves being any better, or even as good, as those made in America. The trouble has been, in the matter of woolen goods, for instance, that very much finer fabrics were made abroad, which is also true of silks, ribbons and dress goods.

The manufacturer who makes a very fine piece of goods doesn't need any co-operative movement to put his goods into the homes of the consuming public, providing he has got quality, price, the ginger, push and advertising back of his goods. The space of the newspapers is for sale. I never could see any good in co-operative advertising. Individual advertising is, in my opinion, the only successful way to advertise.

I never could see much good in trade associations. No one asks whether products like Ivory Soap of the Procter & Gamble Company, Globe-Wernicke bookcases, Snider's Tomato Catsup, Fels-Naptha Soap and a thousand dif-

ferent things that I could mention—Post Toasties, Grape Nuts, Horlick's Milk, White's Yucatan Gum—are made in America. Some of these are sold in great quantities abroad. They have won because they have quality and the goods are made household words by intelligent, persistent advertising. All of this "gab gab" in trade associations, in my opinion, is simply a waste of time.

Be at the head of your own business; put the punch in that; keep after the business 23 hours and 59 minutes out of every 24 hours; put push back of it. If you need foreign markets, study the methods of doing business in foreign markets. Be sure to make what the fellow in the foreign market wants; put your own brand on it; advertise that brand. A great many people believe that by going to an association meeting and having a big dinner, making a motion that the moon is made out of green cheese, having it seconded and carried by a unanimous vote, *makes* the moon green cheese, but it doesn't. All the resolving and meeting of mutual admiration societies don't bring the business.

Push, energy, go after it, being on the job, attending to your own business and liberal advertising of a good article are the only things, whether made in America or Timbuctoo, that will bring success.

Our Attitude Toward Business Unfavorable to the Movement

By Henry B. Joy

President, Packard Motor Car Co.,
Detroit

"MADE in America" is, to a certain extent, a two-edged sword, as "Made in Detroit" or "Made in California" might be. Of course Germany carried a long, long ways the slogan "Made in Germany." Their goods of excellent quality, sent the world around, aided to advertise German products. But they had so many other sensible ways and tricks of international commerce to set the dollars of the world traveling to-

ward Germany that their "Made in Germany" was a very small part of the cause in obtaining the resultant effect.

If the United States saw fit to handle its home trade, to promote its foreign trade, as Germany has done for a quarter of a century, "Made in America" might be a very small factor in the whole matter. The general German scheme, however, did produce a most remarkable industrial and commercial development for Germany. In the United States, however, our politicians and our newspapers bleat and holler against the industries which do the best they can to expand American foreign commerce by the very same means which are lauded and supported and carried forward by German industries with the German Government behind them.

Will Stimulate Manufacturers to Improve Products

By E. T. Welch

Sec. Treas., The Welch Grape Juice Co.,
Westfield, N. Y.

WE believe in a "Made in U.S.A." movement. We can appreciate that through the impetus which has been given to this idea recently, a resentment has been aroused on the part of other nations. The trouble has been that in the past many of our people have preferred to buy an article that was imported, without regard to the fact that the article was not intrinsically better than a similar product made in the United States.

From what we have heard we judge that the people in foreign countries have given preference to goods of home manufacture, and the American-made product has had to demonstrate a marked superiority before becoming a factor in the foreign markets.

Our export business is not a large factor, particularly in Europe. Our advertising in the United States has created some demand for Welch's in Canada, which we have endeavored to supply, but until recently we have not sought

to develop the Canadian market. The preference of Canadians for home-made products, as well as the duty, led us to establish a plant for the manufacture of Welch's Grape Juice at St. Catharines this past year.

We believe that if the "Made in U.S.A." movement is directed along lines to make the people of the United States give the preference to home-made products when the quality is as good as imported much good will be accomplished and American manufacturers will be stimulated to still further improve their products.

We have no sympathy for the manufacturer whose only claim for the patronage of citizens of the United States is the fact that his products are made in the United States.

Great Danger That Other Nations May Retaliate

By W. M. Smith

Secretary, P. Centemeri & Co., New York

SINCE we handle about 75 per cent of our merchandise direct from our factory in Grenoble, France, you naturally would be safe in assuming that whatever we had to say about the "Made in U.S.A." movement would be biased.

We think, however, after an analysis of the entire project you would be perfectly satisfied that discrimination of any character always acts as a boomerang, and, from our view-point, where the skins necessary for the manufacture of gloves are all imported, that if we once started a "Made in U.S.A." movement those to whom we were directing our antagonistic efforts would be perfectly justified in retaliating by saying "we will ship no more goods to you." Then what would become of the "Made in the U.S.A." glove market? It would be the ruination of Fulton County in New York State besides the effect it would have on the shoe business and kindred lines.

While the world may be very large, and the United States a

very wonderful place, and we a most wonderful people, still we are, nevertheless, dependent one upon the other. It is the interchange of commerce that promulgates development, and has been the making of this, our dear old United States. We would certainly lose considerably more than we would gain by this "Made in U.S.A." movement.

It would be quite natural for George J. Whelan to express himself so forcibly relative to the tobacco industry. "Made in U.S.A." would mean "grown in U. S. A.," if his heart is in the expression of what he really states, and we would have no more German matches to light the U.S.A. perfectos, and his advertising revenue from the free distribution of these pocket packages instantly would be curtailed. We are led to believe that a great many of the bands that are used on the cigars that Mr. Whelan sells are made in Austria, Germany and Bavaria, and he would either have to do without the band or pay a great deal more money to have them made in the United States.

Frankly speaking, I am of the opinion that Mr. Whelan would whistle another tune if we were able to sell tobacco on the continent of Europe and the British Isles.

The Women's Club of East Orange, N. J., on a 90 per cent majority vote determined that they would not be dictated to, and they resented most forcibly the inclination on the part of a certain manufacturer to force upon them their duty toward American-made goods. These ladies recognize loyalty to their Government but they also recognize freedom of will and liberty to spend their money for what they please as long as they are not a menace to society.

"Made in the U. S. A." movement will spell ruin to the United States just as thoroughly as the "Buy-a-Bale-of-Cotton" movement has worked out in the South, unless it is handled very, very carefully and upon those lines that we are sure the interchange of commerce does not work a contra effect.

THE LADIES' HOME JOURNAL
sometimes means this
to its readers:

Rest Cottage,
Lincolnshire, England.

December 4, 1914.

To the Editor of
THE LADIES' HOME JOURNAL.

Dear Sir: Our year's subscription to the above has just ended, and I am very sorry I cannot renew it for the coming year.

This sad war reduces our income, and we shall not be able to afford the pleasure.

You don't know how much we (and our friends) will miss it.

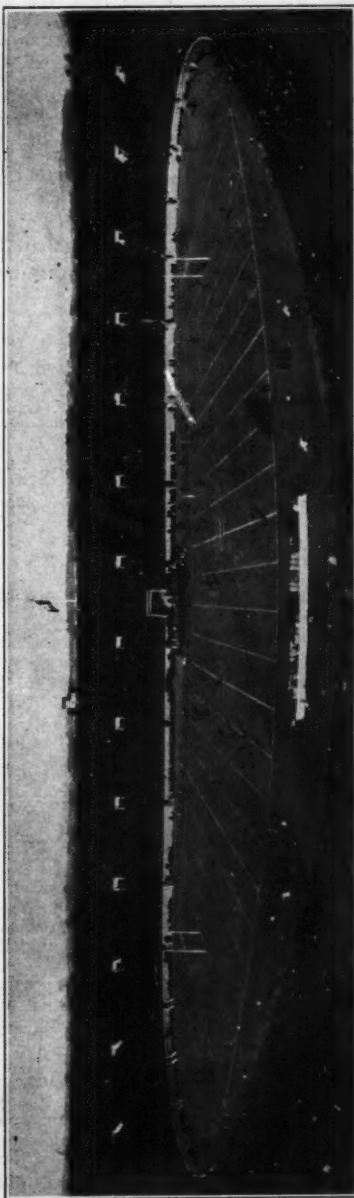
Don't you think one of the American ladies would of their charity, post on their "done with" copy each month if you gave them our address? We should be *most* grateful.

Yours very sincerely,

(Miss) _____

THE CURTIS PUBLISHING COMPANY
INDEPENDENCE SQUARE, PHILADELPHIA

It would take a "bowl" 17 times as large as the Yale Bowl to accommodate the subscribers of the "National Farm Power" papers:



Copyright by International News Service

Here's the largest crowd of people ever caught by a camera. It shows the Yale Bowl on its opening day with its attendance of 68,117. Yet this number—so startlingly visualized here—represents but one-seventeenth of the circulation of the "National Farm Power" papers:

1,140,000 Combined Circulation Each and Every Issue
Leaders of the Agricultural Press The Greatest Influence in the Agricultural World

FARM AND HOME

The Leading National Semi-Monthly

THE 5 ORANGE JUDD WEEKLIES

Leaders of the Weekly Farm Press

THE DAKOTA FARMER

The Leading Semi-Monthly of the Northwest

Each of these seven papers is edited in its own office—by men on the spot—acknowledged agricultural authorities—to meet the exact conditions in the zone in which it circulates, yet each has the added advantage in breadth of editorial view, of being national. Sample copies and advertising rates on request.

The Phelps Publishing Co.

Members of the Audit Bureau of Circulations

New York Chicago Atlanta Minneapolis Aberdeen, S. D.

Orange Judd Company

Members of the Audit Bureau of Circulations

Minneapolis Atlanta Aberdeen, S. D.

The Bushnell Company

Springfield, Mass.

After all, the newspapers and the magazines have their own business to attend to, and when it comes to demonstrating it certainly would be hazardous policy for them to lend their support to a movement of this nature.

To illustrate, if the New York *Times* starts on the policy of "Made in U.S.A." for the education of the general public to the idea that they must wear only a made in the U.S.A. glove, we will immediately withdraw our advertising from the *Times* and the paper will of necessity feel some effect from this movement.

Our working force of necessity will be reduced and we will naturally bring fewer goods into this country. The United States Government will get less of our dollars for duty, all of which goes to support the Government. There will be another store to rent on Fifth Avenue.

Leaving our concern out of it entirely, where can anybody produce a glove in America like that which is made and imported by such houses as Reynier Frères, Trefousse, Dent, Blumenthal, Perrin and Steinberg & Kalisher and a host of others?

When war was declared in Europe the American glove makers went on strike for higher wages and have been out since August 20, 1914.

If the newspapers and magazines want to launch into a good work, it is up to them to vouch for the things that they print so that firms that endeavor to tell an honest story are not made to appear ridiculous by the extravagant and overdrawn statements of houses that on the face of the bill appear as exceedingly reputable concerns. Through their ignorance the publications permit advertising to appear that is certainly not only false but detrimental to the best interests of the business in general. What is a kid glove? What is the difference between lamb and kid? What is a cape glove? What is the difference between Mocha, Snede and Chamois, Lambskin Sueded Surface, etc.?

Hundreds have been the in-

stances where upon the general appearance, backed by the ad of the so-called reputable houses, the customer in the glove line is being buncoed six days a week.

A war tax now is operative because of decrease in imports. What will be our further burden of tax if the "Made in U. S. A." movement causes a curtailment of foreign purchases of us?

Proceed Cautiously, as Same Sentiment Is De- veloping Elsewhere

By Francis J. Yawman

Secretary, Yawman & Erbe Mfg. Co.,
Rochester, N. Y.

WHILE it would seem advisable that there should be some way to distinguish domestic from imported goods, the indiscriminate use of a trade-mark such as "Made in U.S.A." would nullify its value, and without the well-known standard trade-marks of large manufacturers in conjunction with the "U.S.A." mark it would be of very little value to the purchaser.

There is a noticeable increase in the community sentiment for the purchasing of locally made goods. This will naturally expand into the nationally made goods, and as this sentiment at present is developing not only in the United States but in Canada, and from articles which we read, in Great Britain, it would seem advisable to proceed cautiously with the use of the "Made in U.S.A." proposition.

If it is adopted, it would seem that the name of the city should also be incorporated, although this is open for discussion, but Rochester, being a "Quality" town, the local name naturally appeals to us.

It does not seem that a newspaper campaign alone would bring about the desired results in getting manufacturers to use a standardized form. Of course, we are looking at it from a standardized view-point, as in our opinion a standard design could be adopted, and it would make the proposition that much stronger if

there is any value to it at all.

It would further seem that the National Manufacturers' Association or the Chamber of Commerce of the United States ought to be the best means of bringing this to the attention of various manufacturers as users of such a trade-mark or symbol. Further, we cannot see that the use of the "U.S.A." mark or symbol in conjunction with a trade-mark such as "Kodak" would be of very much value, as it is quite generally known throughout the world that most kodaks and kodak supplies are made in the city of Rochester, N. Y., U.S.A.

Would Not Increase Sales One Per Cent

By Geo. B. McCallum

Treasurer, McCallum Hosiery Co.,
Northampton, Mass.

THE "Made in U.S.A." stamp or label, in connection with merchandise, in our opinion, undoubtedly would appeal to those people of the public enthusiastically patriotic. But we doubt if many men or women would hesitate, when examining two articles—one with and one without the label—of the same price, to purchase the better of the two articles.

In our line of merchandise at least we doubt if it would increase our sales one per cent to have this slogan stamped on our goods; and yet in all probability we shall follow in line with the seeming desire of the stores to use this phrase.

As you probably know, at one time large quantities of merchandise made in America were stamped as "Made in France," and it was supposed that it added considerably to the ease with which these goods were sold in the retail stores. From all we have learned regarding our own line of merchandise in foreign countries, it is probably in price as well as the suitability of the American-made merchandise for the consumers in these countries which will determine the sales—

not the fact that they are "Made in America."

In fact, most of the many queries which we daily receive from foreign countries are based on the idea that American silk hosiery is cheap—while that of our manufacture is only of the higher grades.

Interests Must Unite for the Larger Welfare

By Isaac F. Marcossan

THE "Made in U.S.A." movement can only be made permanent, profitable and far-reaching if the interests involved can forget self and section and unite for the larger welfare. There is enough glory in this proposition for everybody, but it will never get anywhere if people and products try to play a catch-penny game in an effort to capitalize the war emergency.

Patriotism will not avail in this campaign. The appeal must be to the pocketbook, not to sentiment. Quality is the only thing that can win out. We must prove that our output is better than the foreign output. The only way that distinction can attach to the "Made in U.S.A." stamp is when that stamp spells quality.

My own feeling is that the movement must have the sponsorship and the authority of a nation-wide and disinterested organization like the Chamber of Commerce of the United States. The job is entirely educational; here is a close-knit and effective agency to achieve the task.

Movement Would Tend to Prejudice Foreign Buyers

By Eldon B. Keith

Treasurer, Geo. E. Keith Co., Campello,
Mass.

WE, as large exporters of American shoes, have run against the prejudice engendered through the national movement in Canada, England and else-

Draeger Apparatus

is used by the large coal mining companies. They are portable, simple, and easy to use. It is a portable, simple, and easy to use. It is a portable, simple, and easy to use.

Rescue Helium
This is a new invention. It is a portable, simple, and easy to use. It is a portable, simple, and easy to use. It is a portable, simple, and easy to use.

Palmator
This is a new invention. It is a portable, simple, and easy to use. It is a portable, simple, and easy to use. It is a portable, simple, and easy to use.

Oxygen
This is a new invention. It is a portable, simple, and easy to use. It is a portable, simple, and easy to use. It is a portable, simple, and easy to use.

MINE-A-PHONE
This is a new invention. It is a portable, simple, and easy to use. It is a portable, simple, and easy to use. It is a portable, simple, and easy to use.

Stromberg-Carlson Telephone Mfg. Co.
This is a new invention. It is a portable, simple, and easy to use. It is a portable, simple, and easy to use. It is a portable, simple, and easy to use.

Ball Bearings
This is a new invention. It is a portable, simple, and easy to use. It is a portable, simple, and easy to use. It is a portable, simple, and easy to use.

Hill Building
This is a new invention. It is a portable, simple, and easy to use. It is a portable, simple, and easy to use. It is a portable, simple, and easy to use.

New York City
This is a new invention. It is a portable, simple, and easy to use. It is a portable, simple, and easy to use. It is a portable, simple, and easy to use.

Engineering News
This is a new invention. It is a portable, simple, and easy to use. It is a portable, simple, and easy to use. It is a portable, simple, and easy to use.

Power and American
This is a new invention. It is a portable, simple, and easy to use. It is a portable, simple, and easy to use. It is a portable, simple, and easy to use.

Machinist
This is a new invention. It is a portable, simple, and easy to use. It is a portable, simple, and easy to use. It is a portable, simple, and easy to use.

All members of
This is a new invention. It is a portable, simple, and easy to use. It is a portable, simple, and easy to use. It is a portable, simple, and easy to use.

the A. B. C.
This is a new invention. It is a portable, simple, and easy to use. It is a portable, simple, and easy to use. It is a portable, simple, and easy to use.

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of the A. B. C.
This is a new invention. It is a portable, simple, and easy to use. It is a portable, simple, and easy to use. It is a portable, simple, and easy to use.

We're sorry, but Agnes is missing—

Some people persist in criticising technical paper advertising because it is not attractive in appearance.

And then they turn to a page in a general magazine showing a picture of Agnes sniffing daintily at a cake of pale green soap and say, "Why don't you get something as good looking as that?"

Which is ridiculous! For Agnes is entirely inappropriate in the pages of a technical or engineering paper.

But there are other ways of making technical advertisements attractive in appearance—of making them strong, striking and effective.

A statement which is proved by the three advertisements shown, prepared by the Make-It-Pay Department of

COAL AGE

Hill Publishing Company
Hill Building New York City

Also publishers of the Engineering and Mining Journal, Engineering News, Power and American Machinist, all members of the A. B. C.

"I Used to Have a Breakdown Most Every Week"

As soon as this motorist of a 7-ton locomotive operating in a large anthracite colliery was shown.

"One time I had done some work in one day. I was most always working. I was most always working. I was most always working."

"I was most always working. I was most always working. I was most always working. I was most always working."

"I was most always working. I was most always working. I was most always working. I was most always working."

"I was most always working. I was most always working. I was most always working. I was most always working."

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"I was most always working. I was most always working. I was most always working. I was most always working."

"I was most always working. I was most always working. I was most always working. I was most always working."

"I was most always working. I was most always working. I was most always working. I was most always working."

HESS-BRIGHT

HB DWF BALL BEARINGS

The Hess-Bright Mfg. Co.

Franklin, Pa.

Franklin, Pa.

Franklin, Pa.

Franklin, Pa.

where, to buy the products of the particular country in question. On that account, and recognizing the justice—to a certain extent—of such a movement, we hardly feel that we would care to be an active participant in advocating a similar movement in the United States. We have little doubt but that such a movement within this country might result in a certain amount of stimulus for local manufacturers who are competing against foreign products imported, but we, nevertheless, believe that the game is a somewhat dangerous one in that it is two-edged. We certainly, individually concerned, would not want to do anything of this kind which would tend to increase the difficulties which are already severe in foreign export trade in which we are engaged.

It is our opinion that placing "Made in the U.S.A." upon goods is more apt to prejudice the buyer in foreign countries than to induce him to buy, as the situation exists at present.

We, of course, know nothing nor pretend to quote any opinion about anything except the shoe business and are simply writing from our own particular standpoint.

From the Standpoint of the Maker of Perishable Goods

By V. L. Price

Chairman, National Candy Co., St. Louis

INSO FAR as our own product is concerned, I don't feel that one thought is given to the question as to where the product is made, because the natural assumption is that the goods being perishable must necessarily be made near the point of consumption, in order that they may be fresh when they reach the consumer.

What might be a good reason for following out this idea in connection with other products would not seem to be of any value in connection with our products.

However, there might be some value in the idea of marking our goods as being made in the city in

which they are manufactured, and yet this might work to a disadvantage on shipments to points far away from the manufacturing point, because the wholesaler, retailer and consumer keep constantly in mind the idea of freshness. Though goods might not be affected by being shipped, say from New York to San Francisco, yet the impression might prevail that they were not as fresh as they should be on account of the distance between point of manufacture and point of consumption.

We would not, under existing conditions, be in favor of joining any co-operative advertising plan along this line, nor would we feel it to our advantage to do anything individually in the matter.

Nobody Cares Where the Goods Come From

By H. F. Kellemen

Vice-President and General Manager of
Utica Drop Forge & Tool Co.,
Utica, N. Y.

OUR general opinion of the "Made in U.S.A." movement is that it is all bunk.

In the *American Machinist* of July 15, 1909, we used this same idea in an ad which was run at that time, and it was some time afterward that our salesmen were frankly told that the buyer did not care two cents where the goods were made as long as he could buy them for what he could afford to pay for them. I do not think the proposition will prove a boomerang in any sense of the word, I simply think that nobody cares a cuss in this country where the stuff is made as long as it is what they want.

It is true that in England and Canada, and possibly Germany, this propaganda of "Made in England" or "Made in Canada" might amount to something, but you must remember that the population in those countries is far less cosmopolitan than it is in our own country and for that reason the movement is more popular in those countries than it is here.

Any "Made in U. S. A." campaign is bound to fail because

there are certain classes of American manufacturers who are making a cheap, shoddy line of goods, that would use the slogan for all there is in it, to the detriment of any U. S. A. proposition.

I know of cases in the United States, not 300 miles from New York City, where women are paid 48 cents a dozen for making overalls for children and selling them to houses in one of our largest cities, who would be only too glad to use this slogan for the purpose of increasing the sale of this commodity. That is just what I think the "Made in the U. S. A." proposition would turn out.

I do think that "Made in Detroit" or "Made in Utica" or made in some particular city could be made to amount to something, provided that the Chambers of Commerce in those particular cities did not hesitate to insist that any company in their city or vicinity using the slogan played the game fair and square and turned out only meritorious articles. I believe they could legally do it as, if it were *not* done, it

would detract from the reputation and good will of their own particular city.

Uses the Mark to Combat Prejudice for English Made Caps

By Chas. H. Tobias

With Chas. Tobias, Bro., & Co.,
Cincinnati

I AM only familiar with the "Made in U. S. A." proposition as it applies to our business.

We manufacture and sell the Eagle Cap. Caps are an English headpiece. They originated in England, and they are extensively worn there. It is only recently that the United States took hold of them strong. As is the case with lots of men's wearing apparel, the English styles are greatly in demand. English made caps are in great demand among the exclusive haberdashers. Even American manufacturers are sometimes tempted to print a "Made in England" die in their product, to

The George L. Dyer Company 42 Broadway New York



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

please the "exclusive merchant."

I am glad that this "Made in U. S. A." movement is on foot, as I think it is time to stop the practice of making the "swell dresser" imagine that a thing is stylish if it comes from abroad. We are labeling all of our caps with the trade-mark "The Eagle Cap, Made in U. S. A." and believe that it will work out splendidly in making the man who buys the cap demand American-made goods.

I think that the movement will take a great deal of co-operative advertising before any benefits will be felt from it. By means of forceful advertising, the buying public should be educated to look for the "Made in U. S. A." marks in the goods they buy.

With every worthy concern using the adopted trade-mark in its advertising, and in its merchandise, and with the local trade associations plugging hard, and the magazines being just a bit generous with their space, the fact that "this article was 'Made in U. S. A.'" could be firmly fixed in the minds of the U. S. A. folks.

An Ounce of Doing Worth a Ton of Preaching

By A. H. Cosden

President, Riker & Hegeman Company,
New York

OF course, I am a believer in "Made in America" goods. I do not believe that advertising, preaching or praying about "Made in America" goods amounts to very much. The things that could amount to something would be for the people who are in a position to manufacture goods in this country, to go ahead and try to make a little better and a little more desirable thing in every way. When the manufacturers in this country have produced things that are a little better than the same things produced on the other side, you may be sure people in this country will buy them. Preaching and praying about things all amounts to very

little. It is the actual doing of things that counts. We have a wonderful opportunity in front of us. It does not make much difference whether it is the farmer or the manufacturer. Until hostilities are settled on the other side, this country will be looked to for suitable food products. I have no doubt but what wheat will sell for \$1.50 a bushel next year if the war continues. If it does, every farmer can make a substantial amount of money by growing a fair crop of wheat. Certainly, there will be great demand on this country for every home necessity that can be produced. The cloth is there; it is up to each fellow in his own line of business to cut out his own garment.

You ask whether or not I think magazines and other publications should promote this "Made in America" idea free of charge, or should different institutions get together, contribute a substantial amount and purchase space. I would think that newspapers and magazines would be very glad to talk loud and long, free of charge, over "Made in America" propositions. I presume a large part of their income is derived from advertising and, if they can encourage a few new industries to be established in this country or more industries of the same kind, I should be inclined to think that they would be helping themselves.

It is about time that our periodicals generally discontinued "knocking," tearing down and "mud-slinging," and turned their faces toward trying to build something. The plan of investigating every fellow who has a clean shirt and a dollar and shooting at everything that has an appearance of being prosperous, has about run its course. If the publishers of newspapers and magazines throughout the country would lend themselves to a campaign of building and boosting generally anything and everything that belongs to the United States that is good, every man, woman and child in this country would be very greatly benefited. The critics, complainers and fault-finders have had their turn during the past five years. It is now about

Is business good?

We would say yes, because contracts now closed for space in Collier's reflect not only the return of general prosperity but indicate that this is to be emphatically a big Collier year. Almost as much advertising is already scheduled for 1915 as was carried during the past year!

Editorial vitality; constant circulation increases; steady growth in advertising strength, dealer influence and consumer demand; power to bring returns and results; these are the causes of the aforementioned indication of a record breaking year for

Collier's

5¢ a copy

THE NATIONAL WEEKLY

A. C. G. HAMMESFAHR

Advertising Manager

NEW YORK

Chicago

Boston

COLLIER'S CIRCULATION ISSUE of DECEMBER 5TH

Press Run.....	836,000
Gross	835,740
Net	823,318
Net Paid.....	813,139
Member A. B. C. and Quoin Club	

THE IMPORTANCE OF LITTLE THINGS

Everybody Can Help American Industries

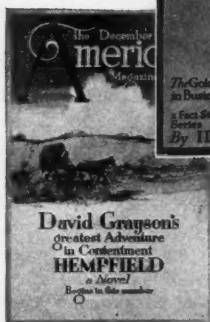
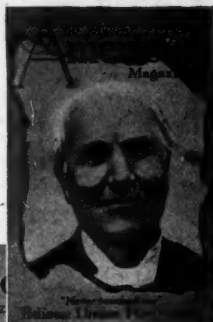
is the heading of the eighteenth page in Collier's "Made in U. S. A." campaign.

"Bringing the War to England," by Frederick Palmer.

Both in Collier's for January 30th.

A 22% gain in advertising revenue for The American Magazine in 1914.

And the regular editions, which were about 320,000 before the change in size, are now more than 475,000—and still rising.



Which means 1915
also will be a good
year for

The AMERICAN MAGAZINE

LEE W. MAXWELL

Advertising Manager

time for the constructor, the encourager and the helper to go to bat, and I hope and believe that side will have its inning in 1915 and thereafter.

No Prestige for Slogan Covering All Grades of Goods

By Clarence Heisey

Of A. H. Heisey & Co., Glassware, Newark, Ohio

WE are not in favor of the "Made in U. S. A." movement.

We believe it is ridiculous to advertise goods of quality, and unreliable and cheap goods, under the same slogan. No slogan can gain prestige under such use.

There might be some reason for it if it could be arranged so that only goods of quality and merit could be so stamped, but this is out of the question. We believe, as many others do, that a "Made in U. S. A." movement would prove a boomerang and react on us unfavorably. After all it is only quality goods that win; it makes no difference whether they are made in Walla Walla or Budapest.

No Practicable Plan Yet Suggested

By George C. Shane

Of Shane Bros. & Wilson Co., Millers, Philadelphia

I AGREE with those who believe "Made in U. S. A." offers a great opportunity for American manufacturers to increase their sales at home and to increase their prestige abroad. I also agree with those who think the campaign may easily prove a boomerang and react unfavorably on our country.

The prominent English paper that states the movement is a "half-baked" project is perhaps correct, for while I have not been following the agitation as closely as I might, I have not yet seen any plan that appealed to me as being practicable, and I might go further than the English paper and say I don't see that it is baked at all.

In my judgment all these "made in" movements are going to turn out badly if the "made in" is going to be depended on as whitewash for cheap and shoddy goods.

I believe with George J. Whelan that American manufacturers ought to push and advertise a "made in" movement, but not until they have worked out some plan by which the goods so trade-marked can be depended on for quality and regularity. I would favor a co-operative plan by a central association, not so much for pushing a trade-mark in the beginning, but for regulating the quality of the goods so that a trade-mark can be used to advantage. This association might be made up by representatives of the different trade associations, but if any success is to be attained it cannot be left to the judgment of individual manufacturers.

A number of years ago it was a common practice among flour millers to adulterate their wheat flour with white corn flour. An Anti-Adulteration League was formed and a trade-mark designed. This trade-mark was used by members of the League and it was very well protected; so well, in fact, that I never knew of any miller using this trade-mark on adulterated flour. National laws later furnished the necessary protection and there was no further need of an Anti-Adulteration League.

In answer to the question, "How can 'made in U. S. A.' come to mean anything to the consuming public if cheap and shoddy goods can be sold under this slogan?" I would say that it can very easily come to mean cheap and shoddy goods and nothing more.

NOT YET READY TO ADVERTISE THE MOVEMENT

I do not agree with the statement that "Made in U. S. A." is largely an advertising proposition at this time. It is first of all a quality proposition and it does not become an advertising proposition until proper safeguards are provided for maintaining the integrity of the goods. Some system of

rigid inspection will have to be provided for every line of goods that bears this stamp. It would seem to be necessary, therefore, to have a central organization made up of the high-type men in all classes, in all manufacturing lines. A trade-mark should be selected that could be registered and protected, but under our present trade-mark laws there may be no way by which this could be satisfactorily done. In my judgment nothing can be done unless a trade-mark can be protected and the use of it controlled by representative business men, whose standing and integrity will receive national recognition. If this can be done it then becomes an advertising proposition.

In a general way I should say that newspapers or magazines should be asked to donate their space which costs them money, to the same extent, but no further than the manufacturers of the country should be asked to donate their money to this purpose. It is to the interest of the newspapers and periodicals to build up the business of the country, and if an honest movement is made to establish a trade-mark for honest American goods, they will co-operate to the extent justified by their business interests. But the burden of this expense should be on the manufacturers themselves. The appropriation for this should come from the manufacturers who use the trade-mark.

To take a specific case—the manufacturing of U. S. A. made macaroni. It would be to the interest of the newspapers and magazines to give space to advertise "U. S. A. made Macaroni," if they were sure all the macaroni that went out under this trade-mark were equal to or better than the imported goods. If the business on U. S. A. made macaroni could be stimulated the newspapers and magazines would soon find that a dozen manufacturers in this country could pay for space to advertise their particular brand. Some of the manufacturers here are making macaroni as good as anything that is imported, and its cleanliness is more reasonably assured, but the volume of business

is restricted by the prejudice in favor of imported goods. There is, however, a lot of very poor macaroni made in this country. If therefore, the trade-mark did not guarantee high quality, it probably would not pay any newspaper to give any space to advertising U. S. A. made macaroni.

Should Not Be Left to Individual Initiative

By J. G. Stevens

Greenfield Machine Co., Greenfield, Mass.

WE should say that the movement was a very good thing indeed, and that it should be advertised and pushed, but how would be the best way to do it is a pretty large question. We should say that decidedly it ought not to be left to the initiative of individual manufacturers.

Without having gone into the matter very deeply, we should say that it would be best for the various trade associations to each push the advertising of its own particular class of products, as each will require different attention not only from its nature, but from the standing which it already has in the various foreign markets. It might be well to have some committee appointed from the Associated Advertising Clubs who could direct such publicity affairs, or at least advise with the officers of various associations as to methods to be undertaken.

We believe that this separate handling would be best, as some lines are already introduced and have an excellent standing, while others which perhaps have been largely imported from Germany, like cheap hardware for instance, in South America, are going to require much different handling. The lines with which the writer has been connected, small tools and machinery, already enjoy an excellent reputation throughout the world, and to say that a machine is American made, is a strong talking point. American machinery sells in most countries at a higher price than German

(Continued on page 37)

An International Publishing House



THE day-to-day war news, from whatever quarter of the world, contains the names of towns and cities hitherto unfamiliar. But in every one of these cities the house of Butterick has long been a factor.

As a help in understanding the size, extent and organization of the Butterick business, we show on the following pages a graphic outline.

THE BUTTERICK C

THE BUTTERICK PUBLISHING COMPANY

NEW YORK PARIS LONDON BERLIN
CHICAGO SAN FRANCISCO ST. LOUIS
BOSTON ATLANTA WINNIPEG TORONTO

PUBLICATIONS

MONTHLY

The
Delineator
[1868]

QUARTERLY

BUTTERICK FASHIONS

Makers of Butterick Patterns

OFFICERS

G. W. WILDER *Pres.* W. A. PUBLOW *Sec.*
C. D. WILDER *Treasurer*

STANDARD FASHION PATTERN

NEW YORK CHICAGO S.
SAN FRANCISCO BOSTON
ATLANTA WINNIPEG TORONTO

PUBLICATIONS

MONTHLY

THE DIGNITY

[1868]

QUARTERLY

STANDARD FASHIONS

Makers of Standard Patterns

OFFICERS

J. T. SCANLON *Pres.*
C. E. STREIBER *Sec. and Treas.*

FOREIGN CATALOGS

THE DELINEATOR, Great Britain and Colonies
LE MIROIR DES MODES, France

BUTTERICK'S NEW REVUE

TERK COMPANY

STANDARD
PUBLISHING COMPANY

NEW YORK CHICAGO SAN
FRANCISCO BOSTON
MONTREAL TORONTO

PUBLICATIONS

MONTHLY

DESIGNER

[1896]

QUARTERLY

NEW IDEAS IN FASHIONS

Makers of Sewing Patterns

OFFICERS

E. L. PEARSALL Pres. B. WOOD Sec.
P. C. WIEGAND Treasurer

INTERNATIONAL PUBLICATIONS

REVUE DE LA MODA, Spain, Mexico, South America
MODA UNIVERSALE BUTTERICK, Italy
REVUE, Germany

THE NEW IDEA
PUBLISHING COMPANY

NEW YORK CHICAGO SAN FRANCISCO
ST. LOUIS BOSTON ATLANTA TORONTO
HOUSTON PHILADELPHIA CINCINNATI

PUBLICATIONS

MONTHLY

THE WOMAN'S
MAGAZINE

[1896]

QUARTERLY

NEW IDEAS IN FASHIONS

Makers of New Idea Patterns

OFFICERS

E. L. PEARSALL Pres. B. WOOD Sec.
P. C. WIEGAND Treasurer

Neither the international aspect of Butterick nor the fact that it is the predominant fashion authority in America and throughout the world is of direct interest to advertisers. But it must be patent that the business house, which has attained so great success over so long a period of years in meeting the demands of women, has done so because it is fundamentally sound.

*THE
BUTTERICK
PUBLISHING
COMPANY*

BUTTERICK BUILDING·NEW YORK CITY

NEW YORK

CHICAGO

BOSTON

ATLANTA

ST. LOUIS

SAN FRANCISCO

WINNIPEG

TORONTO

LONDON

PARIS

BERLIN

and French machinery, for instance, and obtains this price strictly on its reputation for higher production and longer service.

With the standing of textiles and other industries we are not so familiar, but it would certainly seem as though the advertising of the better grades would prove profitable to the manufacturers as a whole, but when it comes to the cheaper goods which are sold on a price basis alone, we do not see exactly how it can be handled and give the "Made in U. S. A." brand the reputation which we believe it ought to have.

Any such movement is quite likely to stir up opposition in such quarters as England, but outside of a little talk, we do not see how it is going to injure the movement any, and may perhaps be good advertising for it. These people who are starting the "Made in Detroit" and "Made in California," etc., brands might be induced to add the "U. S. A." and their work would help in the general "U. S. A." advertising.

Wants Authority of the Government Behind the Movement

By John J. Fitzgerald

Secretary, Chamber of Commerce,
Paterson, N. J.

IT seems to me that the "Made in U. S. A." movement must develop along three well-defined lines.

In the first place it must have Government aid; it must have Government financial assistance and the Government stamp of merit.

In the second place it must have the solid backing of the manufacturers of the country as represented by the most important of the industrial and commercial organizations of the country.

In the third place, it must be made just as free as water and taxes.

With regard to Government aid, it has been forcibly brought to the attention of the man in the street,

within the past five months, that the country's industrial prosperity depends much on foreign trade. There are \$22,000,000,000 worth of manufactured wares produced in this country yearly, of which \$17,000,000,000 are used in this country. The difference, \$5,000,000,000, represents foreign trade and over-production. And as the profits of manufacturing are in that \$5,000,000,000, the measure of success in disposing of that volume of production represents successful business in this country from year to year.

The great war has shown the extent of the foreign markets; also, the lack of them in South America. It is time that this country got over its patronizing attitude to the countries of South America and, taking a more sensible view of the Monroe Doctrine, effect a definite protective union with these countries south of us and make governmental efforts to bring about increased industrial and commercial relationships. This should be done by the Government's appropriating sufficient money to the Department of Commerce to properly pave the way for assistance by the regional banks of foreign commerce. I am not sure how this can be done, but it is certain that the Government ought to be prepared to aid American industry to extend credit in commercial fields in South America.

There is other aid the Government should give. That is, whatever design is finally settled on as the slogan of the movement, space should be reserved in that design for a Government stamp of merit or purity. The Government right to affix the stamp of merit or purity could be awarded by the Department of Commerce upon application of manufacturers.

With regard to solidifying this movement. There is no doubt of co-operation on the part of American industry. At the present time, American industry does not know how to proceed and therefore is pursuing a watchful and waiting policy which will do to this movement, if not directed soon, what a certain watchful and waiting

policy in another direction has failed to accomplish.

A REFERENDUM ASKED FOR

In this matter, there are thirteen great industrial districts in the United States: New York, Boston, Providence, Philadelphia, Baltimore, Buffalo, Pittsburgh, Chicago, Cleveland, Cincinnati, St. Paul-Minneapolis, St. Louis, New Orleans, and San Francisco. Any organization should consider these great industrial factors in a "Made in U. S. A." movement. Perhaps the regional bank districts would answer better. While the industrial districts or the regional bank districts should be the districts of development of the movement, it seems to me that the proper organization to present this question to the American manufacturers at first is the Chamber of Commerce of the United States of America. This organization has some 600 constituent members, representing every important industrial and commercial organization in the United States. With its excellent plan of referendum votes, a complete expression of opinion could be gathered inside of three months from American industry, representing at least \$10,000,000,000 worth of products annually. I believe the Chamber of Commerce of the United States should be requested through its nation-wide affiliations to record itself on these questions:

"Whether or not the Federal Government should be asked to appropriate \$10,000,000 or more annually for the development of South American trade.

"Whether or not American industry favors a 'Made in U. S. A.' stamp and whether or not such stamp should be left open for indiscriminate use, be controlled by the Government, or whether or not the Government stamp should only be an additional stamp of merit and purity."

It will be noted from the above that I am quite convinced that the "Made in U. S. A." propaganda must be largely for the development of foreign trade rather than an increased use of U. S. A. made goods in the United States. It might

be interesting to you to know that only 4 per cent of the textiles used in the United States are imported into this country.

The production of the \$22,000,000,000 worth of goods now made annually in America could be produced, it is said, in six months by all the existing factories working for ten hours a day. If this be true, the United States certainly ought to develop its foreign trade as much as possible, and the present offers the greatest opportunity to do this that has come in the history of the Republic.

I hope that the above may add something to a discussion that seems to be in the state of chaos at the present time.

National Commission Should Control Use of the Mark

By W. S. Kies

Foreign Trade Dept., National City Bank, New York

THE "Made in U. S. A." movement deserves the hearty approval of every person interested in the development of the commerce of the United States, both foreign and domestic. The chief criticism is that the movement was not started many years ago before our foreign competitors had established themselves in important markets and made their particular labels so effective.

The success of the movement in this country will depend upon how the campaign of education is waged in connection with it. The movement must be national and ought properly to be directed by some such organization as the Chamber of Commerce of the United States.

The label "Made in U. S. A." should be a guarantee as to quality and to this end it would be desirable that a national body should have control over the right to use the label and then should permit only those manufacturers to use it whose products are of a certain prescribed standard of excellence.

Unless some means is found to limit the use of the label only to these firms whose product is high class, the honest manufacturer will suffer by the use of the label by manufacturers of shoddy and undesirable goods. An incident recently brought to my attention emphasizes the importance of this point. Just at the present time, when manufacturers of this country are endeavoring to establish closer commercial relations with the Argentine, and when the Argentine merchant is meeting us in a most friendly and encouraging manner, a large American concern was guilty of a bit of trickery, the story of which is being circulated in Buenos Ayres to-day to the detriment of American manufacturers. This particular concern sent samples of a certain product, and because of their fine appearance obtained a very large order. It compelled the Buenos Ayres firm to open a bank credit in this country before shipping the goods. The goods when shipped were found to be not only not up to sample, but as a matter of fact so poor as to be unusable in the local market.

GIVE THE PHRASE A STANDING

The purpose of the "Made in U. S. A." movement is to build up a market for American manufactured products on the theory that our manufacturers are able to turn out as good a product as the manufacturers of any other country. The "Made in U. S. A." label should stand for excellence and honesty of workmanship. Unless some means is devised to keep the dishonest and unscrupulous manufacturer from using the label it will be meaningless.

If the movement, therefore, could be carried on by a body representing all of the business interests of the United States, and the use of the label awarded to those whose products had passed examination by a competent commission, it would develop into a movement which would justify the donation of space on the part of the leading advertising journals of this country in promoting the propaganda.

Trade Organizations Should Push the Movement

By A. C. Monagle

Sales Manager, The Franco-American Food Co., Jersey City

WHILE we have no definite ideas as to the best way of promoting the "Made in U. S. A." movement, we are in hearty sympathy with the general proposition.

We think that the field is so large that every possible effective plan should be put into operation. We are inclined to favor the handling of the general arrangements by the various trade organizations, as it would seem as though they could work it out so as to get maximum results from the different branches of trade with whom they are respectively in close touch.

We believe that the consumers' interest should be developed by the newspapers and magazines featuring articles on the subject. Many such publications should lend their assistance without compensation, because they are directly interested in the development of the industries of this country.

You ask whether the newspapers and magazines should be expected to help the propaganda, while they carry considerable advertising of goods which are made in other countries. If the proportionate amount of foreign advertising was large, it would undoubtedly interfere with getting general support of the kind. We believe that the percentage is so largely in favor of American-made goods as to warrant their giving support to a movement of the kind. Even considered from a revenue standpoint, most of the publications would undoubtedly fall in line if the movement assumes sufficient headway to indicate a general interest, as their advertising receipts will undoubtedly increase if the business of the largest percentage of the firms on whom they depend, increases. In other words, it would seem as though the publications would

find it to their advantage to develop the field from which they must draw most of their revenue, even though it be at the cost of some foreign advertising which, in its totality, is only a small part of their sales.

When the American manufacturers take up the work in real earnest, they will give to the movement great impetus. The employees of the manufacturing concerns should be interested, and they constitute a vast army whose influence is far-reaching. Salesmen of manufacturers can be depended upon to interest the wholesale and retail distributors, who in turn have great influence with the consuming-public.

National Trade-Mark Will Increase General Advertising

By A. C. Pearson

Manager Dry Goods Economist, New York

AS we believe the *Economist* to be the first sponsor for the "Made in U. S. A." movement, we naturally are very much interested in seeing that it does not fall into trouble.

The question of manufacturers putting this design on unworthy products is one which we have not been able to settle, but it seems to us that there could be a board appointed who would make a protest to any manufacturer who was using it in this way, and the chances are that the manufacturer would hesitate to go against this board's protest. The protest could later be followed by publicity if that seemed necessary.

We are very dubious concerning the practicability of having an advertising fund to push this national trade-mark. It would be best to promote it in an agreement among a thousand manufacturers to use it and push it in their advertising; also get publications to agree to give it prominence. We have spent considerable money on it ourselves, and expect to continue doing so, as we believe it to be of national value,

and we think it is up to every publication to do work for the common good. We believe there is a selfish reason, also, which will appeal to many, as the promotion of a national trade-mark tends to educate manufacturers to the desirability of advertising in general.

Movement of Immense Benefit, if Wisely Directed

By R. A. Holmes

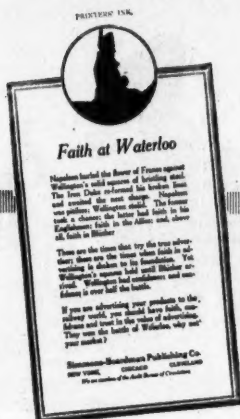
Croft & Knapp Co., New York

A **DIGNIFIED**, sane and sensible "Made in U. S. A." movement, stripped of catch-penny schemes, vaudeville sideshows and clap-trap appeals to a false patriotism; wisely directed toward an effort to educate the American public to an appreciation of the economic advantage of a fair show to American commerce; based on the equal or superior value of domestic merchandise, where such equality or superiority exists, cannot fail to be of immense value to the commercial interests of America.

The foundation of the movement must be the merit of the merchandise. Any attempt to foist on the public unworthy wares with an intimation that it is the duty of Americans to buy them in preference to better goods produced abroad will certainly fail and ought to fail. In most lines the best products are found in American mills, and in those cases where the goods do not measure up to foreign standards no "Made in U. S. A." movement, however wisely planned or vigorously prosecuted, can be expected to overcome the handicap. The only danger of such a movement proving a boomerang would be if the ordinary principles of business honesty were overlooked or slighted. No pooh-poohs of foreign papers can prevent the ultimate triumph of American superiority.

As you are aware, a movement is under way to combine in one central body all of the interests that are working toward the common end of obtaining a fair show

(Continued on page 45)



—*Printers' Ink*, Aug. 27, 1914

To Those Who Had Faith

To those who had faith in advertising; to those who believed that the tide would turn; to those who "kept everlastingly at it" while the distant rumble of war shook industrial America,

Our Sincere Thanks

These manufacturers demonstrated that they knew the value of advertising; that it is a force; that it will make itself felt. They knew it would pay because their equipment was right; their goods excellent, and their analysis correct.

Their faith, like the faith of Wellington at Waterloo, helped turn the tide and make their position almost impregnable.

There's a pointed lesson in this for every advertiser who is striving to reach The Billion Dollar Customer, the American Railroads.

Simmons-Boardman Publishing Co.

NEW YORK

CHICAGO

CLEVELAND

Members of the Audit Bureau of Circulations



The Modern Merchant is a monthly magazine of 28 pages, a fac-simile of the American Sunday Magazine in appearance but not in contents. Whereas, the American Sunday Magazine is compiled with the finest fiction and illustrations that money can buy to appeal to a reading public of over 2,000,000, the Modern Merchant devotes its entire editorial appeal to the problems of the retail merchant.

Note the table of contents for January:

1. "Over the Retail Dead Line" by Edward Mott Woolley.
2. "Price Maintenance from the Standpoint of the Retailer" by W. H. McDermid, Advertising Manager of Mennen's Chemical Co.
3. "How I keep up with Rising Costs" by Chas. Spillard, a successful haberdasher who talks to his fellow merchants in terms of the trade.
4. "The Value of your Windows" by Marshall Olds, illustrated by photographs taken by our staff photographer.
5. Results of a Straw Vote taken among 2,000 Merchants as to their opinion on Price Cutting.
6. The Selection of Advertising Media from the Standpoint of the Modern Merchant.

Many times under modern conditions, one business can do, and can afford to do many things for another business, in which it is only indirectly interested, better than those things can be done by any interest *inside* the business itself.

Every live metropolitan merchant is vitally interested and persistently striving for greater retail efficiency. Against metropolitan competition it is his one avenue of progress. The live manufacturer and jobber is vitally interested in retail efficiency because it means bigger sales of his goods. But retail interests are scattered—they

OVER 2,200,000

THE AMERICAN SUNDAY

220 Fifth Avenue, NEW YORK

Chas. S. Hart Advertising

The Modern Merchant

THE story of a service definite in scope, tangible in results, which is going to every Grocer, Druggist and Haberdasher rated over \$3,000, who does business in or within twenty-five miles of New York, Boston, Chicago and Atlanta.

are largely individual and competitive; there is little incentive and little basis for co-operation as to better selling methods. The retailer can afford to co-operate to the extent of giving his best sales plans and ideas to his competitor to be used against him and the manufacturer and jobber pushing limited lines is in much the same position.

Enter the Modern Merchant of the American Sunday Magazine. It has no interest whatever in pushing certain products at the expense of competing products. Its sole interest in retail commodities is that all good products may have a wider sale in the metropolitan districts which are blanketed by the American Sunday Magazine circulation.

In conjunction with the articles mentioned above, the Modern Merchant carries a short concise appeal to these retailers in which it explains the enormous concentrated circulation of the American Sunday Magazine in their territory. It explains to them why certain wise national advertisers see value in using a beautifully printed magazine combined with a concentrated newspaper circulation which reaches over 2,000,000 homes in their territory on Sunday morning when every member of the home has leisure to read. This enormous consumer demand created by so great a publication means quicker turnover of the goods on their shelves, hence a cleaner and better store, newer goods, more pleased customers and added profits.

The Modern Merchant offers gratis an individual selling service on Window Dressing, Retail Goods Accounting, and other fundamental merchandising problems. This service in serving the retail distributor serves the advertiser who patronizes the columns of the American Sunday Magazine.

Copy of the Modern Merchant will be sent upon request.

ER 2,200,000

SUNDAY MAGAZINE

Har Advertising Manager

908 Hearst Building, CHICAGO

Do you remember our one crop manufacturers ad?

In that advertisement we talked of the folly of a manufacturer limiting his advertising and sales to one section—dependent upon one crop. We talked of diversified farming.

The idea suggested itself because for several years we have been conducting a campaign in the South against One Crop Farmers, showing the value of raising several rather than one crop for the main source of revenue.

At this time—the readers of these papers who have put this doctrine into effect—make the one best class to reach in the South.

The Farm Papers Needed to Cover the South

The Southern Planter
Richmond, Va.

The Progressive Farmer
Birmingham, Memphis,
Raleigh, Dallas

Southern Agriculturist
Nashville, Tenn.

The Southern Ruralist
Atlanta, Ga.

Southern Farming
Atlanta, Ga.

Modern Farming
New Orleans, La.

for American commerce. The weakness of the whole proposition, so far, has been the lack of just such an organization which would include the best of all of the efforts and afford an opportunity for co-operation with an established institution of immense influence like the Chamber of Commerce of the United States.

The consuming public is also a discriminating public. Undoubtedly cheap and shoddy goods will wear the "Made in U. S. A." cloak, but the sharp eyes of American buyers will penetrate the disguise and discover the wolf under the sheep's clothing. The honest manufacturers will benefit by the movement and the advantage to unworthy masqueraders will be of short duration. At the same time, I question the wisdom of the adoption of a distinctive trademark with the possibility of its being pirated at home and abroad. All that is necessary is a plain statement, "Made in U. S. A." All of the label, poster stamp, window card and poster schemes are good enough, but they are very wide of the main intention. At best they are only means to the end and should not be allowed to confuse the great issue.

It is not fair, in my judgment, to expect the press or the great national mediums to donate their space to carry on the work of the proposed organization beyond the point of their readers' interest in it as news. There should be no difficulty in raising a sufficient sum for an adequate advertising campaign through membership dues in the association. I am thoroughly convinced that proper publicity can be given to the movement only by a properly prepared, intelligently directed advertising campaign of national scope.

It Doesn't Recommend Goods Even to Ourselves

By J. M. Studebaker

Chairman of the Board, The Studebaker Corporation, South Bend, Ind.

TO advertise goods as "Made in Great Britain," is to appeal to a reputation for excellence

which has been built up through centuries of painstaking care. It means something. So would a legend reading "Made in Germany," or "Made in France."

But would it recommend goods to you to tell you that they were "Made in Mexico," or "Made in Central America," or "Made in South America?" I think not, for these countries have not distinguished themselves by the superiority of their manufactures. If goods were offered to you bearing such labels, you might be slightly curious about them, but you wouldn't buy them if you could get anything else.

There are a few American manufacturers who have made a name for themselves abroad—McCormick, Singer, Studebaker, Oliver, Armour, the United States Steel Company, the Baldwin Locomotive Works, the American Locomotive Company, Edison, etc., etc. But their goods are bought on the personal reputation they have established, and not because of the country in which they were made.

As a matter of fact, "Made in U. S. A." doesn't recommend the goods even to ourselves. If you want to buy a razor or a knife, "Sheffield" recommends it to you; but not "Made in Toledo," though I believe our lakeside city makes a creditable article. If you want to buy brandy, "France" recommends it; or velvet, "Lyons" is the name to conjure with. Do you tell your guests that your champagne comes from Sandusky; or your pearls from the Wabash? Go to!

The name "Studebaker" will do more to advertise the United States abroad than little; but it will be a good while before Studebaker goods will obtain any added prestige due to knowledge that they were made in the United States.

Those seeking to be known in markets not hitherto explored may find a demand for their wares as coming from the United States, if such wares made by England, France or Germany are not to be had.

But as a general proposition there is no better way than to let

the goods speak for themselves. You wouldn't greatly value a reputation based on a recommendation for your goods that included everything of the kind that also went on wheels in the United States.

Movement Should Have Backing of the Whole Nation

By H. H. Franklin

President, H. H. Franklin Mfg. Company (Automobiles), Syracuse, N. Y.

A PROMINENT English paper calls the "Made in U.S.A." movement a "half-baked project." Probably the paper is right in the sense that the movement has not reached a high degree of development, but that is no condemnation of the idea itself.

The "Made in U. S. A." movement is all right. It is something that should be developed.

I see no grounds for the fear that the campaign may prove a boomerang and react on our country unfavorably. While it is true that shoddy goods can be sold under the slogan "Made in U.S.A.," it does not follow that this will depreciate the slogan. If goods sent from America are generally shoddy, it is our trade that will suffer.

If the "Made in U. S. A." movement assumed vigorous proportions, and the manufacturers and people of this country came to be proud of the label and the goods, the tendency in using the label ought to, and probably would to some extent, make manufacturers interested in having their goods first class. Of course, if the label had a value, crooks and cutthroats would attempt to profit by it, but that is nothing against the movement.

The United States Government ought to tie up in some way with the movement; it ought to tie up in a big way with extending foreign trade. Germany did not get its foreign trade through the efforts of individual producers or sellers, but through the fact that Germany, as a nation, was back of the movement to extend trade.

I am not sure that any form of advertising or any amount of work by manufacturers to extend the movement will get very far until the United States, as a nation, is back of it.

True Patriotism Means 100 Per Cent Protection

By Jordan W. Lambert

Lambert Pharmaceutical Co. (Listerine), St. Louis

(From *Collier's Weekly*)

WITH my associates, I am engaged in the manufacture of an article which is consumed in every part of the civilized globe. Our business originated thirty-three years ago and in its entirety is owned by American people. We maintain headquarters, offices and warehouses on this continent, also factories in many foreign countries, including France, Germany, Austria and Spain.

Americans and Britishers always have traveled extensively. Years ago they began to demand our product when abroad, and to satisfy this demand we attempted export shipment. Our American factories were then large enough to supply the universal demand, but when entering the foreign field we found it impossible profitably to clear our merchandise in many ports. Germany, Austria, France and Spain demanded prohibitive duties. This left us the choice of discontinuing our export business or yielding to the demands of the foreigners, which in substance were: "If you want to do business in our country, you must pay rents to our landlords, use our raw materials and employ our labor." We were practically forced to equip and maintain factories in the above mentioned places.

Without any desire to criticize the spirit which prompted the demands of these countries, I will say that the disadvantage to us has been very great. But we have had an even greater disadvantage to contend with, to illustrate which I will relate a part of my experience in Germany:

In Berlin I advertised for a highly trained city representative.

Many responded and I interviewed and discharged all but two, who were requested to report to me the following Friday. When one man reported he immediately asked for his references, stating that he did not want the position. Upon being questioned he replied about as follows:

"I have spent the last two days interviewing the trade and investigating your product. It is American owned and the retailers will not push a foreign-owned product. Their customers prefer and demand articles made only in the Fatherland. I see no future for me with your company."

The other man accepted the position but resigned shortly afterwards. He also found that German people demand goods made in the Fatherland, *by concerns owned in the Fatherland.*

Germany has become a strong nation because her people stick together and work together. They patronize home industry. Nowhere else in the world is the term "home industry" understood and appreciated as it is in Germany.

Many foreign-made cosmetics, proprietary medicines, textiles, toys and other articles are sold in America in competition with American-made and owned products that are really as good, and in some cases vastly better, at no higher price than the imported goods. Millions of dollars are expended by American people for French soaps, toilet articles, silks, millinery, gowns, etc. One great Paris firm does a tremendous toilet soap business in America, despite the fact that our domestic manufacturers produce superior soaps at less cost.

Within the last few years foreign manufacturers have established distributing points and even factories on American soil, *but they are foreign-owned.*

When we confine our demand for articles we eat, wear or use to those made in America by American capital and labor, then will our American enterprises grow in leaps and bounds, and since many foreign-owned articles are made in this country, or sold

through domestic agents, each article should be carefully scrutinized and *its ownership determined*—so that those which are foreign-owned can be avoided whenever similar products of home manufacture are obtainable.

Foreign governments have done much to assure tariff protection of their industries, but in some countries it has rested with the people as individuals to do far more than it is possible to accomplish by stringent legislation. True patriotism means 100 per cent protection.

Some Briefer Comments

IN addition to the opinions expressed above, the following brief statements should be noted. From Hart Schaffner & Marx, Chicago:

"We do not feel that the movement referred to is sufficiently developed or ripened to warrant a discussion. It is mainly sentimental, which is very natural, and is certainly commendable, but inevitably the question of values must finally enter into it.

"At the present time, we have no suggestions to make regarding it."

A. Bauer, president of Bauer & Black, Chicago, writes:

"I am not in favor of the 'Made in U. S. A.' movement.

"I am not in favor of unnecessarily antagonizing our foreign competitors and believe that the manufacturers of this country can make better progress by pursuing the 'still hunt' policy. It is, after all, a matter of quality and price, together with a proper understanding of the needs of the foreign consumer."

Fayette R. Plumb, president of Fayette R. Plumb, Inc., Philadelphia, joins the ranks of those who do not take the movement seriously:

"We do not look very seriously upon the 'Made in U. S. A.' movement. It may accomplish some good, but we are inclined to believe it won't be worth the money spent in advertising it."

A. R. Wendell, treasurer of the Wheatena Company, Rahway, N. J., says:

"The words, 'Made in U. S. A.' bring up so many arguments, pro and con, that we think their adoption should be left to the election of the individual manufacturer. Whoever uses them, however, should see that the quality of the ware so stamped is beyond reproach."

The William Galloway Company, Waterloo, Ia., writes:

"We have never given this matter of 'Made in U. S. A.' movement any serious consideration. The State of Iowa has a trademark 'Made in Iowa,' but it has never gotten very high, even though the Manufacturers' Association of Iowa has been promoting it for two years.

"Really our belief is that meritorious goods in the hands of an aggressive manufacturer will find their market without being stamped 'Made in U. S. A.' We have not investigated the subject far enough to locate the origin of the movement and perhaps it started in Germany, but the stamping of goods was forced on Germany by England and was not done to promote German goods.

"To us it would appear that shoddy goods bearing the statement 'Made in U. S. A.' would not be a very great credit to the United States, and at first blush we do not see any particular importance in the movement."

Harry L. Brown, treasurer, Waltham Watch Company, writes:

"We can only say that we have always been heartily in sympathy with this movement and in years past we have gone so far as to incorporate it in our advertising."

Advertising Golfers' Tournament

The Winter Golf League of Advertising Interests met at Pinchurst, N. C., last week in annual tournament.

On Monday there were foursome events for men and women, with prizes for the best gross and net scores. J. J. Hazen and D. M. Parker tied with L. S. Gimbel and Harold Slater for best gross score (86) among the men, and H. B. O'Brien and C. W. Harmon made the best net (76) by deducting a handicap of 16 strokes.

The qualifying round on Tuesday was prevented by rain, but was entered on Wednesday by 122 golfers. Harold

Slater won the Class A trophy with an 80 score.

In the second round on Thursday L. A. Hamilton defeated J. J. Hazen on the home green by holing a mid-iron approach for a three. Other winners were George C. Dutton, Artemas Holmes, J. V. Rohan, W. R. Roberts, T. B. Boyd, T. R. Palmer, F. A. Hodgman, H. B. O'Brien, F. A. Sperry, D. B. Butler, D. S. White, Ralph Trier, S. L. Allen, H. H. Treadwell, A. L. Aldred, J. F. Duryea, H. R. Reed, Wm. Thompson, Guy S. Osborn, H. S. Spaulding and E. R. Behrend.

The semi-final round on Friday resulted in the defeat of Slater and Hamilton by Dutton and Manson, respectively. Other winners included Artemas Holmes, F. A. Hodgman, D. S. White, A. L. Aldred and Wm. Thompson.

The very interesting championship division consolation play came to a close, Erman J. Ridgway, Montclair, winning the trophy from William C. Freeman, Dyker Meadow.

On the closing day, Saturday, E. T. Manson won the championship trophy from his fellow Bostonian, George C. Dutton, over 36 holes, by a score of 4 and 3.

Mrs. Dutton won the women's trophy from Mrs. C. H. Hanna, of Cleveland.

A medal-play handicap resulted in a victory for Harold Slater for best gross score and for R. R. Mamlock for best net.

Officers elected for the coming year are: President, A. C. G. Hammersfahr, of *Collier's*; vice-president, B. D. Butler, of the *Prairie Farmer*; secretary, F. L. E. Gauss, of the Leslie-Ludge Company; treasurer, Col. H. H. Treadwell, of Tiffany & Co.

Annual Meeting of Grocery Trade Press

The annual meeting of the Grocery and Allied Trade Press of America was held in New York January 15. The Standards of Practice approved by the Department of Business Papers of the A. A. C. of W. were unanimously adopted, and a proposition to require all members to become affiliated with the Audit Bureau of Circulations was discussed. This question will be made the subject of a special meeting to be held later.

The annual election resulted as follows: President, George J. Schulte, of the *Interstate Grocer*, St. Louis; vice-president, O. L. Schutz, of the *Twin City Commercial Bulletin*, Minneapolis; secretary and treasurer, Charles Thorpe, *The Retail Grocers' Advocate*, New York. Members of the executive committee are W. H. Ukers, *The Tea and Coffee Trade Journal*, New York; Preston McKinney, *The Commercial Bulletin*, Los Angeles, Cal.; and David Ezekiel, *Modern Merchant and Grocery World*, Philadelphia.

Other publishers were present from Boston, Richmond, Chicago, St. Louis, San Francisco and Los Angeles. President F. B. Connolly, of the National Association of Retail Grocers in the United States, made an address. Frank Meyer, of the Fleischmann Co., entertained the delegates at dinner.

Another Dealer Issue

The striking success of our Spring magazine for merchants, recently closed, justifies—in fact demands—a Fall issue.

We shall advertise you to 50,000 dealers again in August next.

You are eligible if you have a total of 200 lines or more in the April to December numbers, inclusive, of

Today's Magazine for Women
Circulation 800000. Mostly in Small Communities

The McGraw Pu

Established New Re

Engineering Record (Weekly)

presented to civil engineers, contractors, waterworks, highway and municipal engineers over 1000 more pages of paid advertising in 1914 than did any other paper in its field.

Electrical World (Weekly)

served in a similarly effective way those who sell to or through central stations, electrical engineers, dealers, jobbers, contractors and manufacturers. It carried more advertising in 1914 than all other electrical papers combined.

Electric Railway Journal (Weekly)

has the distinction of publishing more advertising in 1914 than all other electric railway papers combined. It carried these messages to practically every man of importance in the industry.

Metallurgical and Chemical Engineering (Weekly)

McGraw Publishing Co.
Inc.

239 West 39th St., New York

Electric Railway Journal
Electrical World
Engineering Record
Metallurgical and Chemical
Engineering

Members of the Audit Bureau of
Circulations

having no direct competitors achieved the distinction of carrying more advertising during 1914 than in any previous year. Reaches operating heads of chemical and industrial plants, ore dressing mills, smelters, refineries, iron and steel works, steel foundries and metal treating plants.

Publications Records in 1914

Here are the Paid Circulation Figures of these publications as stated in their reports for third quarter, 1914, to Audit Bureau of Circulations:

	Engineering Record	Electrical World	Electric Railway Journal	Metallurgical and Chemical Engineering
NEW ENGLAND STATES				
Me., N. H., Vt., Mass., R. I., Conn.	1347	1567	523	257
NORTH ATLANTIC STATES				
N. Y., N. J., Pa., Del., Md., D. C.	5616	4533	1814	1529
SO. EAST. STATES				
Va., N. C., S. C., Ga., Fla.	579	527	186	89
SO. WEST. STATES				
Ky., W. Va., Tenn., Ala., Miss., La., Tex., Okla., Ark.	1156	1039	607	145
MIDDLE STATES				
O., Ind., Ill., Mich., Wis., Minn., Ia., Mo., N. Dak., S. Dak., Neb., Kans.	4544	4787	1752	887
WESTERN STATES				
Mont., Wyo., Colo., N. Mex., Ariz., Utah, Nev., Idaho, Wash., Ore., Cal.	2075	2116	544	578
Canada	588	536	253	142
Alaska and U. S. Poss.	192	152	37	19
Foreign	851	1222	617	874
Newsdealers	373	530	49	48
Office Sales	330	120	125	148
Total paid circulation date count was made	17651	17129	6507	4716
Average unpaid for advertisers, samples, exchanges, etc.	2914	2348	1398	1183
Total Printed	20565	19477	7905	5899
Subscription Price	\$3.00	3.00	3.00	2.00
Percentage Renewals	67%	62%	69%	78%

For quality of this circulation showing occupations of subscribers write us for a copy of Advertisers' Guide

The Convincing Advertisement Illustration

The Consumer Is Sometimes a Sharp Critic

By W. Livingston Larned

AN interesting experiment was tried the other day.

Some two hundred or more illustrated advertisements were clipped from representative farm journals and posted upon bulletin-boards in a large committee-room.

There were illustrations of churns and cream separators, patent roofings and cow foods, fencing and threshing machinery. The advertisements touched upon all the varying things a prosperous farmer might send for and make part and parcel of his big establishment.

There have been such experiments before—this is not the first time a great many pieces of publicity have been culled from the publications and coldly, cruelly, mercilessly analyzed. It's one of the favorite indoor sports. Once every so often the high-brow end of a college course given over to "Advertising: Its Psychology and Concrete Hypothesis," will carry on a voting contest in which a chow-chow of magazine or

newspaper ads is put to the Great Test. These affairs usually end in about the same picturesque fashion. When the struggle at the polls is over and the dust of battle has settled and the votes are counted, the fat Majority has selected the "Pinkus Flour Advertisement," showing the Pretty Girl with a pan of concrete Southern biscuits. Several coats have been torn in the fray and a fine cluster of personal feelings hurt, but, taken by and large, the professor and his small standing army of Embryo Experts rest content in the knowledge that they have finally contributed something really big and vital to the scientific end of the proposition.

Just to give evidence of their good faith they send a copy of proceedings to the milling firm out in Detroit or Chicago, advising it in an extremely dignified way that its current advertisement has won, hands down, in a hotly contested voting jamboree, against all comers, and, moreover,

that it might not be such a blooming bad idea for the company to forward a barrel of the aforementioned flour to said professor's house as a slight token of its deeply profound gratitude.

But something slips. The carburetor refuses to work. There is a grinding of the clutch and sundry suspicious rattles in the gear-box.

The milling company sends back a short but polite note, written by the third assistant of the assistant advertising manager, who is off somewhere, anyhow, mak-

Save Your Sheep

I'll Stop Your Worm Losses

Don't let your sheep or lambs sicken and die from worms. I'll stop your losses from stomach and intestinal worms. I'll save it or no pay. Henry J. R. Fell, the great sheepworm destroyer says: "We can kill out in a generation of worms, and keep it before our sheep at all times, no matter, and in the best."

Sidney R. Fell Pres.

The Great Worm Destroyer

SALVET

The Great Live Stock Conditioner

is regarded as the "salvation of the sheep breeder," by many breeders. It is also immensely valuable for hogs, horses and cattle.

Fill Out the Coupon Below

Tell me how many head of stock you have, and I'll ship you enough Salvat to last them 30 days. You pay the freight on arrival—freight prepaid, and if it doesn't do all I claim, I'll cancel the charge—you won't owe me a penny.

Sidney R. Fell, President
THE S. R. FELL CO., Mfg. Chemicals
CLEVELAND, O.

Save & R. Fell, Inc., 1000 Broadway, New York, N. Y. I will pay the freight wherever it arrives, unless it is shipped to the nearest express office. All to save you the trouble of shipping.

Name.....Address.....City.....State.....

Shipping Co.....No. of Sheep.....Age.....Color.....Sex.....

SALVET IS ONE OF THE STRICTEST JUDGES OF ANIMAL PICTURES IN THE COUNTRY. HE IS THE DESPAIR OF MANY GOOD ARTISTS. HERE IS ONE DRAWING WHICH PASSED MUSTER WITH HIM

ing a speech on "Mediums as Applied to Ten-Point De Vinne," before the Ad-Men's Club of East Hollywood, Iowa. This letter is filled with irony and data. It goes on to state that, after a complete investigation, the Department finds the "Winning Advertisement" brought the high-water-mark records for low returns, covering a period of six years and ten months and that the advertising manager had sent the electrotypes of it to a blast furnace.

ODIOUS COMPARISONS, BUT STILL PROFITABLE

However, these are digressions.

It is sometimes a wise procedure to tack up a bunch of ads and make mental notes. Comparison still remains the most painful and most efficient method of getting wise to one's self and shooting a little more of that praise—where it really belongs.

In this case the problem was one of attempting to "dig deep" in the matter of illustrating farm-paper publicity. What particular brand of illustration was most apt to make Hiram feel for his purse and call for Martha to get him a postage stamp? And we were destined to see the experiment made in an entirely different way. There was to be no guesswork—no corner-desk-in-the-sunshine-with-a-cigarette trusting to luck—and imagination. We were to get the opinions of some "regular fellows"—men who were not tainted too much with elevators, office politics and the glibness of the Great Game.

If I remember the committee correctly, it was made up of the

following human pan-ore, right from the bed of the stream: The head buyer of the grocery department of a big mail-order house, the editor of an obscure but very successful Ohio poultry journal, the circulation manager of a Middle-West farm paper, the traveling representative of a chain of territorial "tall-timber" weeklies, the proprietor of the largest "general store" in Lafayetteville, Ind., and, finally, a ruddy-faced little chap with a complexion like this year's crop of Oregon apples, who had, for nearly fifteen years, assisted in compiling the various mail-order catalogues for a Chi-

cago mail-order house of imposing achievement.

They were a fine lot; I want to state that at the very outset. For the most part they were not effusive, or radiant with shop-talk, but every individual opinion could be trusted and properly tabulated for its face value. I recall that the buyer for the mail-order house grocery department was gorgeously and impressively clammy. He acted for all the world as if it hurt him deeply to praise anything. He had tested teas so long and had haggled so many years over the price of case prunes that Sentiment in

his system might have been set down as "Zero-plus." Still, if you want the whole, gorgeous, beautiful, unbiased, hideous truth, never ask it of a man who wears one of those persistent smiles. It isn't in him to be wholly sincere. He's too diplomatic.

The question that has arisen was this:

What type of advertising illustration is the most successful for



THE ADVERTISER OF ROOFING TO FARMERS HAS LEARNED BY THE BUMPS OF EXPERIENCE THAT HIS DRAWINGS MUST BE CORRECT IN EVEN SMALLEST DETAILS

Westfield

PORTLAND EVENING EXPRESS

Daily Kennebec Journal
BANGOR DAILY COMMERCIAL
LEWISTON EVENING JOURNAL
THE MANCHESTER UNION
THE MANCHESTER LEADER
THE DAILY PATRIOT

Portsmouth Daily Chronicle

Burlington Daily Free Press

THE RUTLAND EVENING NEWS

Montpelier Evening Argus

THE BARRE DAILY TIMES

THE SPRINGFIELD UNION

The Evening Gazette

THE MORNING MERCURY

The Evening Standard

Fall River Evening News

Lowell Courier-Citizen

Fitchburg Sentinel

The Berkshire Evening Eagle

LAWRENCE TELEGRAM

The Hartford Times

The Bridgeport Post

The New Haven Union

MERIDEN MORNING RECORD

WATERBURY REPUBLICAN

The Day

Extra The Evening Tribune Extra

BUFFALO EVENING NEWS

THE UNION AND ADVERTISER

THE SYRACUSE HERALD

THE KNICKERBOCKER PRESS

SCHENECTADY UNION-STAR

THE ITHACA JOURNAL

ABC GROUP

BINGHAMTON PRESS

ELMIRA STAR-GAZETTE

THE TROY RECORD

The Utica Observer

The Jamestown Evening Journal

THE NEWBURGH DAILY NEWS

Trenton Evening Times

In every city represented by news-
pages "Westfield Pure" as ap- to a
purity—food value—quality— public

Every dollar spent now in La World
reap the benefits of this big d Pu
ried on through newspapers- zines-
—bill boards—food shows- g sch
operation of 15,000 local groc

April forms d ebrua

Elizabeth Daily Journal

ATLANTIC CITY DAILY PRESS

The Scranton Times

WILKES BARRE TIMES LEADER

The Patriot

THE ERIE DISPATCH

Published Every Morning At Buffalo, Cheyenne, Denver &

THE READING TELEGRAM

THE LADIES

field

THE READING NEWS-TIMES
 THE WILLIAMSPORT SUN
 EASTON FREE PRESS
 NEW CASTLE NEWS
 The Tribune-Republican
 THE OIL CITY DERRICK
 The Titusville Herald

newspaper head" on these
 as a food product means—
 ality—public confidence.

World advertising space will
 big World Pure Food Campaign car-
 pers—azines—grocery trade papers
 ws—g schools—lectures and co-
 groce

February 5th.

Every Evening
 The Washington Times
 CLEVELAND PLAIN DEALER
 CINCINNATI TIMES-STAR
 TOLEDO BLADE
 The Ohio State Journal
 CANTON DAILY NEWS

The Dayton Herald
 YOUNGSTOWN TELEGRAM
 AKRON BEACON JOURNAL
 THE ZANESVILLE SIGNAL
 3 O'Clock Edition
 SPRINGFIELD DAILY NEWS
 THE INDIANAPOLIS STAR
 THE TERRE HAUTE STAR
 THE MUNCIE MORNING STAR
 FORT WAYNE JOURNAL-GAZETTE
 THE EVANSVILLE COURIER
 The South Bend Tribune
 LOGANSPORT PHAROS-REPORTER
 LAFAYETTE DAILY COURIER
 THE PEORIA JOURNAL
 MOLINE DAILY DISPATCH
 The Quincy Whig
 DANVILLE COMMERCIAL-NEWS
 THE ELGIN DAILY NEWS
 GALESBURG EVENING MAIL
 THE ROCKFORD MORNING STAR
 The Evening Wisconsin
 The Wisconsin State Journal
 La Crosse Leader-Press
 The Daily Commonwealth
 THE RACINE JOURNAL-NEWS
 THE DAILY TELEGRAM
 JANESVILLE DAILY GAZETTE
 The Daily Northwestern
 The Detroit News
 The Grand Rapids Press
 The Battle Creek Enquirer
 THE EVENING NEWS
 The Bay City Times
 THE KALAMAZOO GAZETTE
 THE SAGINAW DAILY NEWS

IS' WORLD

use in farm-journal and mail-order publications? What are the pitfalls? Are there any logical rules to follow? Does the average reader of such publications discriminate? Has he well-defined power of analysis between the good and the bad? Is he hypercritical in the matter of petty details? Does he prefer irrelevant and "catchy" pictures, or is he most influenced by practical, everyday common-sense pictorial appeals?

One of our number made this statement: "Where advertisers and advertising men make the big-

illustration the other day for a fencing concern, and it was a vista of no less than twenty-five miles of cultivated land. They had tried to show a different sort of wire fencing for every different farm use, and I could pretty nearly tell how the mesh was woven on a cow-lot enclosure three miles from the farmhouse in the foreground. It is my contention that in such small space *one big feature* should be emphasized, and leave out every single speck of mechanical detail you can."

The above thought has been expressed in a number of comprehensive ways, by a number of earnest and painstaking people, who are not in the habit of making snap-decisions. Moreover, the trend toward simplicity has its practical side and none of us will deny that it is a pretty fine old rule to follow in advertising or in anything else. But a great many of us who have fixed convictions are startled, chagrined, not to say amazed, when these bright and glowing hobbies of ours are dimmed by a Great White Light from Headquarters. And this little anecdote only goes to show that you can't always tell.

BEST RESULTS FROM "RICH AND MEATY ILLUSTRATION"

It will be unnecessary for us to set forth, word for word, all that was said during the course of this committee meeting. A summing up of the consensus of opinion proved that greatest results, after all, do emanate from a type of advertising illustration which is as rich and meaty as an old-fashioned black walnut. For two and one-half hours—yes, for three and one-half hours—those six phlegmatic, unbiased gentlemen gave specific "reasons why"—cited instance after instance—revived local-colored anecdotes, each with a punch to it, and each distilled from the very sap of our great farming territory. It wasn't an "Old Home Week" of a meeting—there was nothing funny about it at all. Those six gentlemen had congregated for a well-defined purpose, and the summing up of their hard-headed opinions



Feed Them Pratt's

Here is real egg-making joy for laying hens. Makes them relish their morning's feed and sends them happy to their nests. No sick, doxy birds standing around, but the entire flock full of life, laying regularly, and showing money-making form. Feed them

Pratt's

Poultry Regulator

Gets the laying hens into the egg-day class, and starts up the lazy ones. Makes no difference about breeds—the better the birds the more Pratt's will do for them. Develops pullets into early layers. Brings birds quickly and safely through the moult and puts them back again on the egg-laying job.

Go to your dealer and tell him you want Pratt's Poultry Regulator. Comes in 25c packages up to big, generous 25-lb. pails at \$2.50. Pratt's does all we say and more—most do, or your money back and no questions asked.

That has been our guarantee for 42 years. A Regulator with such a record is worth asking for and insisting that you get it and none other.

Pratt's Roup Remedy

Talks to Poultry

The sure preventive—the complete cure for Roup, Cold, Canker, Catarrh or Diphtheria. In 25c and 50c boxes.

Pratt's Poultry Remedies are sold by 40,000 dealers

PRATT FOOD COMPANY

PHILADELPHIA
CHICAGO
TORONTO

EVERY ILLUSTRATION FOR THIS ADVERTISE-
MENT MUST BE PASSED UPON BY A POULTRY
EXPERT, WHOSE DUTY IT IS TO DETECT
THE SLIGHTEST ERROR IN DRAUGHTS-
MANSHIP

gest mistake is in attempting to crowd too much into a given space and tell in pictures a story that really requires billboard proportions. Nobody gives a hang how many laps there are to rubber roofing or whether the new-fangled cream separator has purple stripes across the dashboard. Just give an impression of the article, whatever it is, and let it go at that. Leave something to the imagination. Excite a man's imagination. Why, I saw a two-column, five-inch farm-paper il-

was for the benefit of the farm journals, mail-order papers and the advertising fraternity in general.

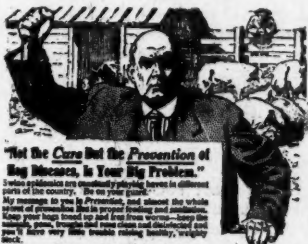
The last man to speak was the little pudgy, apple-cheeked chap from the Chicago mail-order house.

"Gentlemen," he said, "I've had some considerable experience in the type of illustration we are discussing here to-day, and the experiments our house has religiously conducted for the last sixteen years has brought my department face to face with some mighty homely, honest truths. We issue quite a number of catalogues for our various lines, as you know, and these catalogues, some of them, are issued four times a year. In a sense, they are equivalent to the pages of the farm publications. When we list a product, we try to picture it so attractively and so temptingly that this form of visualization will assist in *selling goods*. Now the advertising illustration of the farm publication is, as I take it, produced for exactly the same purpose, and the audience is identically the same.

COMPARATIVE WORTH OF TWO KINDS OF ILLUSTRATIONS

"We have discovered that more *pulling power*, as you call it, lies in the natural, unaffected, everyday sort of an illustration than in this witty, bubbling, 'star-copy-man' sort of advertisements, where a chap creates a Punch-and-Judy catch-line, and then tried to build sales arguments around it. I'll give you an example; in our grocery catalogue we gave a half page over to cooking chocolates. A two-inch, illustrated, pen-and-ink strip was run across this space at the top. Among the numerous decorations planned and adopted from time to time were technical drawings of the bean itself, reproductions of packages, the history of chocolate from its first days of general use, scenes in the factory and in the special department given over to the product. Our catalogue of last month bore a same size panel, picturing a sweet little mother in

dimity apron and with sleeves rolled up as she stood at the kitchen table, spreading a fine, rich layer of chocolate on a home-made cake. To her left the whimsical little face of a baby girl was shown and an inquisitive finger was just in the act of sampling the chocolate. We have had, up to date, no less than one hundred letters from people on farms the country over complimenting us on that illustration and telling us how much they liked it.



DR. HESS STOCK TONIC

Rebuilds Stock Health and Expels Worms

Dr. Hess Dip and Disinfectant

Destroys Germs—Prevents Disease—Cures Skin Diseases

These two preparations are the result of my sixteen years of experience as a

veterinarian, and are the result of my sixteen years of experience as a

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GILBERT HESS

Doctor of Veterinary Medicine

Author of Treatises

Dr. Hess

Poultry

Pan-c-c-c

Dr. Hess

Poultry

Pan-c-c-c

Dr. Hess

Poultry

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Dr. Hess

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Dr. Hess

Poultry

Pan-c-c-c

DR. HESS & CLARK,

Ashland, Ohio

DR. GILBERT HESS AND HIS CO-WORKERS ARE INSISTENT THAT THE ANIMAL LIFE OF FARMS BE DEPICTED WITH ABSOLUTE FIDELITY

"If you have seen our recent catalogues you will have noted that we are not afraid of detail when it comes to showing the article, even if there happens to be an unseemly lot of it, and in the selection of our subject material we strive to reproduce the natural elements and interest of every-day life. I most emphatically disagree with the advertising psychologist who smugly states, 'Advertising illustrations should

be void of detail.' This work, in its relation to farm-journal publicity, is peculiarly consistent in its demands—when you are away off there in the little country town, miles and miles from large centers of population, and when the advertising pages of the magazines and papers you receive are your only show windows—when it is necessary for you, in a great measure, to buy a 'pig in a poke'—when it is quite impossible, save in exceptional cases, to personally see and handle the advertised product—then, and not until then, does an advertising illustration reach important significance. Detail is what you want—you demand it—you must have it—it's part of the incentive to purchase.

A CONCRETE CASE

"The most successful farm-paper illustrations are those of the intensely practical sort, where the artist is sure of his subject and has at his command sufficient detail to round off every rough edge. The modern farmer is an educated man. His daughter dresses smartly in modish garments, sings the very latest songs and is pretty much in touch with all the matters familiar to her far-distant city sister. The farmer, too, is, by nature and instinct, analytical. You know when he sits down on a cold, snowy evening by the sitting-room lamp he has three or four hours in which to find fault with something not built according to Hoyle and the right specifications. He is aggravated by incorrectly drawn animals or fruit trees or growing vegetables or farm machinery. He lives those things day in and day out all his life, and you can't fool him for an instant. The moment an advertisement is open to any species of criticism its drawing power is proportionately decreased.

"I want to tell you of a case where this whole business is brought home to me, just as it may be brought home to you some day. I have a little country place I call 'home.' The chicken fever swooped down on me one spring,

and, of course, brooders were necessary. I got together all of the farm papers and poultry publications I could find and studied their advertising pages with profound interest and respect. What I wanted was a brooder, and what most interested me was *how it looked*. There wasn't a wire or a hook or a plank or a screw or a dash of paint or the graining in wood but what held my polite attention. The advertisement which most attracted me, although only two columns in width by four and one-half inches, contained six little, intricate, pen-and-ink drawings in wood-cut style, of seven different kinds of brooders. Was there too much mechanical detail in that advertisement? Well, I guess not. I stuck my nose right into the midst of it, and there wasn't a shadow of a fraction of an eighth of an inch of brooder that I didn't go over and examine with fiendish joy. If it had been possible for the artist to add an interior view by showing an X-ray idea of the same I would have welcomed it.

"All of which set me to thinking—up to this time I had been with the 'keep it simple' boys. My views were changed overnight. The ad mentioned above actually took me around to a craftsman's shop, and I bought six dandy little green-and-white brooders. While I was making the purchase I held that farm-journal ad in my hand and referred to it from time to time, to make sure that they hadn't left off a hinge or a green stripe or something."

A. B. Huth With Bayer-Stroud Corporation

After spending six years with the *Theatre Magazine* and one year doing service work for manufacturers and wholesalers, Albert B. Huth is now connected with the Bayer-Stroud Corporation, New York, as manager of the advertising literature department.

John A. Sleicher Appointed

John A. Sleicher, editor of *Leslie's Weekly*, has been elected chairman of the New York State Republican Editorial Association.

ADVERTISING must be seen to be read; truthful to be believed; forceful to inspire investigation.

But if it's not seen — !!!

Hearst's Magazine with its March issue appears in "flat" form.

All advertising will be placed not merely "next reading"—

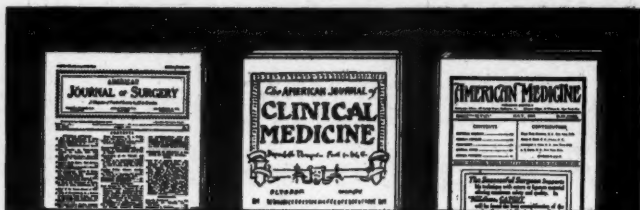
But next the "most interesting reading" money can buy.

MARCH FORMS CLOSE FEBRUARY 1st.

Hearst's Magazine

119 West 40th St.,
New York

Marquette Bldg.,
Chicago, Ill.



The Support of the Practising Physician

is one of the best and most dependable assets a firm marketing anything having any bearing on human health and welfare can possibly develop. In every city, town or hamlet the doctor occupies a position of unique responsibility and influence. His advice is constantly sought, and on his recommendation many a product receives its first introduction to countless homes.

Do you want this support and influence working for you day in and day out, and quietly but efficiently promoting the sale of your products among many whom you can reach in no other way?

If you do, you should investigate without delay **"the Big Six of the medical field."** You will be surprised to learn how easily and economically through this combination of *six of the country's leading medical journals* you can place your proposition before the physicians of the United States and build up a medical co-operation and patronage that may mean to you—just as it has proven to many another firm—the most stable and reliable selling force of your whole business.

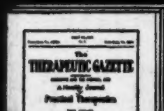
Let us show you what "The Big Six" can do for you. We will leave the rest to your judgment.

For full information address

THE ASSOCIATED MEDICAL PUBLISHERS

437 Fifth Avenue

New York City



THE BIG SIX

The Man Who Put the "Mint" in Spearmint

The Story of William Wrigley, Jr.

By Edward Mott Woolley

THE people of the United States and Canada bought twenty million dollars' worth of Wrigley's Spearmint gum in a single year. The bold advertising of the William Wrigley, Jr., Company was largely responsible, but, after all, advertising is merely a reflection of somebody behind it.

Why did all these people buy Wrigley's Spearmint and keep on buying it? Perhaps the question might be answered this way:

"William Wrigley, Jr."

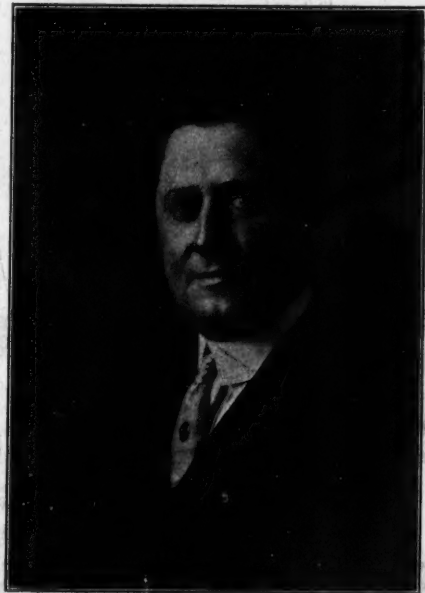
I understand that Mr. Wrigley is a very human sort of man, and no doubt he has faults and foibles like the rest of us. This story is not written to deify him. But, since it is intended as a personal story rather than a narrative of his business, it must keep pretty close to the personal equation. Moreover, it would be impossible to tell the story of the business and get far away from Mr. Wrigley.

I was told after undertaking this work for PRINTERS' INK that Mr. Wrigley was an advertising plunger, spent \$2,000,000 a year on publicity, and, through some sort of magic, was able to "put it over." In this great gamble, so I was informed, he had cleaned up about \$10,000,000.

This did not look reasonable, and I think I am able now to give a concrete idea as to the reasons

for Mr. Wrigley's extraordinary success.

Jump back some twenty-three years. He was then a traveling salesman for William Wrigley, Sr., who manufactured scouring soap in Philadelphia. Like other traveling salesmen, he wanted to get into business, so in 1892 he rented desk room in Chicago and set himself up as a sort of jobber in scouring soap, baking soda, and perhaps some other lines. My information on this episode is somewhat at variance, for one old-time associate of Mr. Wrigley asserts that his original capital was \$50, while another associate, equally close, gives it positively at \$32.



A RECENT PORTRAIT OF WILLIAM WRIGLEY, JR.

Make it \$32. With this slender fund it seemed necessary to have, as an offset, something in the way of ideas. Just a conventional jobbing business wouldn't get far on \$32. So Mr. Wrigley resolved to go out and dig up business with the aid of premiums to the retailers. If they would buy such and such a quantity of his goods he would give them, free, such and such a premium.

For instance, lamps.

He got in a few dozen lamps, at his office on Lake Street. They looked pretty bare and empty, so he thought he would fill them up with gum.

CONCEPTION OF THE BIG IDEA

The gum seemed to make a hit with the dealers who got the lamps, and this suggested to Mr. Wrigley the use of gum as a commodity. An arrangement was made with the Zeno gum people to supply the goods, and thus began the real activities of William Wrigley, Jr.

Somehow or other, he seems to have penetrated, very early, a secret of great import: the art of making a host of other men want to work for him. Undoubtedly, that is the best way to make money. Mr. Wrigley himself was a hard worker, and is to-day. But instead of working just by himself alone, he figured out ways to make others really *want* to hustle for him.

He was selling gum to the jobbers, not to retailers. The latter way would have been quite hopeless without a large selling organization. This, in turn, would have been prohibitive. Mr. Wrigley, at the beginning, was his own sales manager, salesman, bookkeeper, and packer.

The jobbers didn't care anything about the Wrigley gum at first. They had no inclination to work for Wrigley. Neither did the retail candy men, grocers, druggists, and various specialty-store men feel any desire to go to the jobbers and buy gum. Mr. Wrigley's problem was to make the wholesalers want to sell the retailers, and to make the retailers want to buy.

Here is about the way he did it, single-handed, at the start:

A certain retail grocer needed, say, a counter scale. Along came a circular from Wrigley offering an attractive scale free if the grocer would go to his wholesaler and buy fifteen dollars' worth of gum.

Tempted, the grocer far overstepped his conventional conservatism, and bought. Then the magnitude of the deal came home to him. Great guns! Fifteen dollars' worth of gum! How could he ever sell it? His orbit of trading habits was mighty small.

Wrigley, with some circulars and a little dealer help, showed him how to talk, display and sell the gum. He did sell it, without any serious difficulty.

Then another premium offer: "A coffee grinder free with thirty-eight dollars' worth of gum."

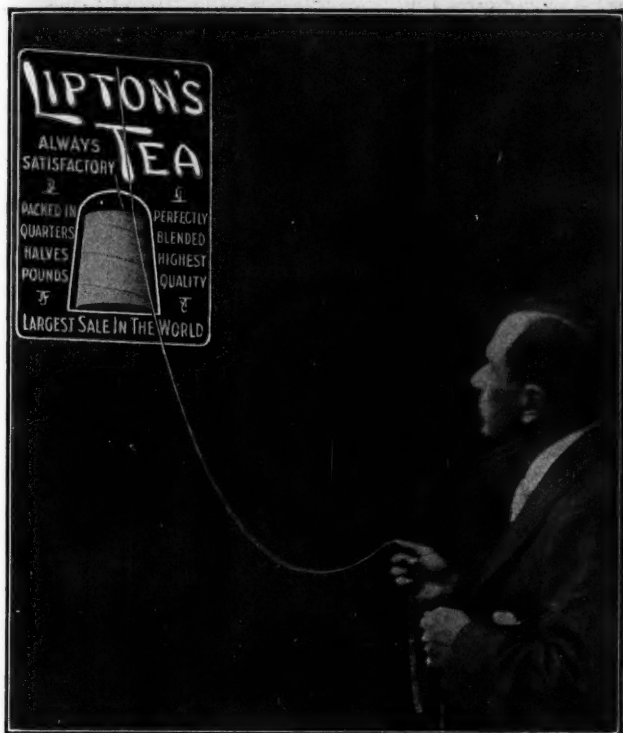
The grocer wanted that coffee mill; and, his orbit having expanded somewhat, he went to his wholesaler and bought the gum. Put to it, he sold it, cleaned up his profit, and had the coffee mill free.

Then Wrigley offered him a showcase with fifty dollars' worth of gum. This looked big, but he was a bigger man. He gave the order.

He needed scoops, trucks, ladders, nailpullers, letter files, cheese cutters, desks, chairs, knives, cash registers and a lot of such things, all of which Wrigley offered him as premiums. To get them, he merely had to bestir himself and *sell gum*.

Then at home his wife needed a baby buggy, a clock, a clothes wringer, a parlor couch, some lace curtains, a food cutter, silverware, and no end of stuff. His children were clamoring for dolls, toys, sidewalk sulkies, bicycles and things of that sort. By selling gum he could get them all.

In addition, he could get, free, many articles that he could sell over his counter for real money—assortments of pocket-knives, sets of dishes, cutlery, spoons, guns, pistols, fishing tackle and the like. He could sell twenty dollars' worth of gum, wholesale price,



The Eye Follows the String

Thos. J. Lipton has not overlooked the opportunity of delivering his message on a "Stelad" sign to the thousands of intending purchasers who enter grocery stores where his teas are for sale.

It is a clever way to call attention to YOUR product every time a clerk ties a bundle.

Our efficient representatives are at your service.

Passaic Metal Ware Company

New York

Passaic, N. J.

Chicago

St. Louis

Boston

John Wanamaker
has renewed for
—another five-year
term his con-
tract with the
Brooklyn
Standard Union.

Do you know of
an advertiser
who makes fewer
mistakes?

and make five dollars in money profit. The premium was "velvet."

That was how Mr. Wrigley made the retail grocer, tobacconist, druggist, confectioner, and other merchant want to go to the wholesaler and buy Wrigley gum. This, of course, was long before the day of the present Spearmint and Doublemint. The brands then were Vassar, Juicy Fruit, Pepsin, Sweet Sixteen and others.

WORK, CONSTANT WORK, MADE
WRIGLEY

On paper this looks rather easy, but I am told that the early years were full of discouragements and losses. Aside from the constant succession of new premium ideas and various allied selling schemes, the thing that pulled Mr. Wrigley through those difficulties seems to have been pure, unadulterated, unflagging *work*. The more I study successful men the more I am impressed with the efficacy of work that knows no let-up. Mr. Wrigley had the mental make-up to shove the thing along day by day, everlastingly prodding up the retailers so that they would sell more and more gum for him. Every day he added new retailers who *wanted* to buy gum of the wholesalers. Every week he added some corner of the State or Nation to his selling map.

There is ample evidence that he did these things by hard, grinding, personal work, both physical and mental. The physical part of it consisted in getting about the country vigorously; the mental part lay in the abundance of his ideas. Practically all of these ideas, in the early days, emanated from his individual brain. In fact, a large part of the selling ideas come from that source to-day. But especially in former years they were his own creations. In his office now, on the eighteenth floor of a skyscraper at Madison Street and Wabash Avenue, in Chicago, is a ponderous scrapbook in which are pasted the evidences of early thinking. They consist of circulars, premium announcements and such things. There are prize schemes,

puzzle affairs, little schemes hitched to campaign buttons and the Fourth of July, window schemes, and many others. All of them are tied to chewing gum.

There are evidences, too, of dismal failures and sometimes of staggering losses—mistakes. For instance, green hand-bags.

In his never-ending hunt for original selling ideas Mr. Wrigley got a notion that green hand-bags for the ladies would make a great premium novelty for the retailer to use. Accordingly a large quantity of the bags was ordered—something like a hundred thousand.

But the green bags proved to be about the worst hoodoo among many premium hoodoos that took their knock at the business and passed on into the history of things that were N.G. Some ninety thousand of the bags reverted to Mr. Wrigley, some of which you might find stowed away in the offices to-day as souvenirs.

Certain books proved "lemons," too; and perfumery, and candy concoctions. Various machines, put on as premiums, caused vast troubles.

In fact, the problems were such that men of less persistence might have declared the whole premium plan a snare and delusion, and then quit. But because Mr. Wrigley is one of those men who carries persistence to an extreme, the stickers were gradually eliminated and the premium plan whipped into profitable shape.

WHIPPING A PLAN INTO SUBMISSION

Mr. Wrigley's friends will tell you that through these difficulties he never gave evidence of discouragement; but doubtless all men feel something of discouragement at times. Whatever he may have felt, he invariably came back to the attack, with the fighting spirit. Financial panics, money stringencies, crop failures—all these fell to his share, but he went along regardless.

In more ways than one, Mr. Wrigley is something of a fighter. He is athletic for a man somewhere around fifty, an adept at boxing, a swimmer, and a rough-

riders. His tastes in these respects are somewhat similar to those of Colonel Roosevelt. In winter he lives quietly, but in a beautiful home on Lake View Avenue, in Chicago, and in summer he spends a good deal of time at his country place at Lake Geneva, a couple of hours out of Chicago to the northwest. Here, I am told, he may be seen galloping over the country roads, or cross-country, along around dawn. Almost every day when he is in Chicago he puts on the gloves with the boxing-master at the Chicago Athletic Club. He has a son in college, and a married daughter.

I have tried to indicate how he made the retailers in various lines want to buy his gum of the wholesalers. *Ipsa facto*, he made the wholesalers want to sell the retailers. Mr. Wrigley, to a large degree, created the market among the retailers. He removed to a considerable extent the grinding labor of selling. It was easier for the wholesalers to sell the Wrigley products than to sell a good many other things where the wholesaler was looked to for the whole building up of the market.

WORKING ON THE JOBBERS' SALESMEN IN THE EARLY DAYS

Still, Mr. Wrigley had selling schemes that were adapted also to the wholesaler and the wholesaler's salesman. He has them yet. There were premiums to the jobbers' salesmen, such as accident insurance policies. There were schemes of free sampling to the retailers and coupons exchangeable for gum at the wholesaler's. On this free gum the wholesaler made his profit. All along the line, you see, there was incentive. That seems to have been a vital factor in the Wrigley success, which is logical and true to all the instincts of life. Incentive of one kind and another has built some of the greatest business houses. To get the best out of men without offering adequate incentives is scarcely possible.

The result in Mr. Wrigley's case—previous to the institution of his vast advertising policies—

was very notable. Tremendous quantities of premiums were distributed. Whole train-loads of lamps went across the country. Mountains of rugs were given away, so to speak. Dolls almost by the million went out of his warehouse. Razors, slot machines, jewelry, furniture, store fixtures, kitchen appliances, and hundreds of other articles constituted a premium distribution of great proportions. In 1905, previous to the beginning of the larger advertising, the Wrigley house carried a stock of \$700,000 in premium goods. From a single-man concern with mere desk space in an office, the business had grown so that 200 people were employed in the office end of it. The general offices were then located at 88 and 90 Michigan Avenue. The postage bill was \$2,000 a week. A gigantic card-list of retail gum dealers was maintained, comprising 300,000 names. Mr. Wrigley believed in rigid system. The cards showed the names, addresses and records of purchases of all retailers to whom the company had shipped its goods for the jobbers. These cards were filed alphabetically by towns in their respective States. Every change of firm was noted, or of address. The routine labor was very great, but Mr. Wrigley's policy all along had been to spare no labor in carrying out his ceaseless dealer work. His mind was focused on work that should go on repeating itself with the insistence and precision of a machine. All of these 300,000 dealers were kept continually posted on premium offers. It cost \$36,000 to mail them a single issue of the catalogue.

Then, in addition, lithographed circulars were mailed every thirty days to 250,000 other dealers whom Mr. Wrigley wished to get into line. If 12,000 of these prospects were turned into customers in any given month and the prospect list thus reduced to 238,000, for example, an addition was immediately made to the list of prospects so that the number was brought up to the standard, 250,000. The list of names was al-

To the Advertiser who has no Agent:

¶ You must have some good reason for denying yourself the service of a good Agency. That reason is based on some feature or want in the Agencies you know. But isn't it just possible that in some Agency you haven't met you may find one that will meet your desires and needs? Agencies differ about as much as finger prints. The Procter & Collier Co., is just as different as any of them.

¶ These points of difference can't be listed. One feature distinguishes us from one of our brethren, another from another. But here are some of those which distinguish us from most:

¶ We're willing to show what we can do *for you*—as far as anything short of the deed itself can show it—without any obligation on your part to employ us.

¶ We don't ask for contracts—the minute our work ceases to bind you to us, you are free to go.

¶ We have no concessions to offer in the way of rates. Our clients pay us in full and promptly.

¶ There are other differences, of course. Perhaps you won't like us any better than the others, but isn't it worth while to make sure? We enjoy scrutiny. Scrutinize us!

The Procter & Collier Co.

New York

Cincinnati

Indianapolis

ways maintained at the 250,000 mark.

I cite these examples not to describe systems, but to emphasize Mr. Wrigley's personal bearing on the business. They are concrete reflections of his way of looking at things. It is with some hesitation that I connect him personally with mere systems, lest some one accuse me of trying to glorify him, but I have assurances that he did really create and mold these policies, and hold them at high tension.

Then there is another angle to his view-point on things. He adopted early the theory that "the customer is always right." He said to his customers: "Anything bearing our trade-mark is worth its purchase price, if returned at any time."

"We never ask who is at fault," he said. "The fact that there is dissatisfaction is enough. We make our customers satisfied at our expense."

And now we come to what many people believe to have been, practically, the beginning of the Wrigley business: the great advertising campaigns.

WHEN THE ADVERTISING BEGAN

They began fourteen years after the business was started. But, as a matter of fact, the policy of advertising was instituted in the early '90's. It was a broadening of the plan to make people want to buy gum. The retailer had been made to want gum and the wholesaler had been made to want to sell it. Both of these achievements had been reflected in the desire of the public to buy gum, but the general publicity advertising was a step further. It was right along the line of thinking I have tried to depict as Mr. Wrigley's. Nor was there the slightest plunging about it.

Juicy Fruit was the first gum advertised, a few hundred dollars being put into billboard display in one Southern locality. Results were checked, and when the money came in the display was extended to other localities. With the aid of stick-pin maps Mr. Wrigley watched the things

that the advertising did, and had the information carefully recorded.

Gradually much of the country was covered, chiefly with outdoor advertising, street cars and window displays. In a way, it was experimental advertising.

When, in 1906, Mr. Wrigley jumped into advertising with an appropriation of about \$250,000, a good many people called it plunging. They didn't know about the long years of preparatory work with advertising itself. They didn't know about the vast and complicated distributive machine that had been built up. But the evidence seems to show that Mr. Wrigley knew just about what the advertising would do in every section of the country where it was employed. It was largely a matter of analytical experience. Practically all of this \$250,000 was spent on outdoor displays, street cars, and on show-window work.

That Mr. Wrigley had been growing into an advertising policy for years is shown by a statement he made in 1905:

"Our advertising department never sleeps. We are advertising our goods to the consumer—twelve months in the year, every year."

Following the enlarged plans of 1906, the appropriation was increased rapidly year by year, until it attained its present mark around \$2,000,000 a year. But up to about four years ago pretty nearly the entire appropriation kept following the lines that had been developed methodically, checked so carefully, and made to fit in so nicely with all the other selling ideas which Mr. Wrigley so persistently created.

In advertising, as in his premium work, Mr. Wrigley is a believer in the ultimate power of steady, relentless, ever-expanding push. Where some men let up on the pressure in hard times or when difficulties present themselves, he crowds ahead the harder. Doubtless such things are in part a matter of habit, and in part are due to a man's native make-up. And if a man once gets the habit of taking the initia-

tive in bigger and bigger things all the time, it becomes distasteful to drop back to the lesser things. I remember a certain man who was a very careful trader in small real estate. He bought and sold cottages and lots in cheaper districts, and he died worth about \$50,000. At the same time other men, starting where he did, had gone into bigger and bigger downtown deals and become millionaires. Probably they were no smarter than the little dealer, but their habits kept getting out into bigger orbits all the time.

When the Spanish-American War tax was imposed in 1898—to revert for a moment to the earlier days of Mr. Wrigley—it meant about \$400 a day to him. For the company to stand it, looked like a ruinous thing, yet to pass it along to others did not appeal to him, either.

He met the dilemma squarely: "We'll pay the war tax ourselves."

CAPITALIZING AN EXPENSE

Sixteen years later history repeated itself. The present war tax was imposed. But this time it meant \$3,000 a day to the Wrigley company.

"We'll pay it," he said.

If I am any judge of such things, this latter enterprise did not look so big as it would have looked had the first war tax been met otherwise. In other words, the master mind in a business must of necessity grow faster than the business itself.

When Mr. Wrigley does a thing of this sort he has the habit not only of doing it, but of making capital of it in such a way that it helps him sell goods. This policy probably is an outgrowth of a long-time habit of thinking out original selling schemes, beginning away back at the time when those lamps were filled with chewing gum.

For instance:

The present war tax amounts to four cents a box. The price was raised just that much, but in each box of twenty packages a rebate certificate is placed. When

the retailer accumulates sixteen certificates, or any multiple of sixteen, he mails them to the company and gets in exchange a corresponding quantity of gum. Thus he gets back the increased price in goods. To benefit, he must sell gum.

That, in short, is the hinge on which Mr. Wrigley's mind is always at work. When you understand that, you begin to get a real conception of the man behind this product. It is his individual brain that conceives and works out these policies. Not only that, but it is his initiative that says: "Do it." He owns the controlling interest in the business.

INITIATIVE IN MEETING A CRISIS

I am told that he is so imbued with this thinking habit that he gets up in the night sometimes and makes notes, which he brings down to the office in the morning and puts into execution. He likes fast action, decides things without cabinet meetings or argument, and, within a day, sometimes puts into motion projects involving hundreds of thousands of dollars.

A very recent instance is a good illustration:

The European war was sprung. The Southern jobbers and retailers were hard hit. Up North the situation was not just a happy one. Many business men were on the verge of panic. In the midst of this, Mr. Wrigley walked out of his private office one day with a plan that may be best explained by quoting a circular letter issued by the Wrigley office shortly afterward:

"We have been watching with great interest the efforts of our friends and customers in the Southern States to extricate themselves from an unfortunate financial condition. . . . We have been trying to figure out a way to use a portion of our capital and credit in helping a little in the present crisis. With this end in view we make you the following offer:

"We will take from you middling cotton at ten cents a pound, not only for the amount of your present indebtedness to us, but

Some Facts and Figures Concerning the New York Advertising Situation

MANUFACTURERS, ADVERTISING MANAGERS and ADVERTISING AGENTS who are interested in the marketing of merchandise in Greater New York and vicinity:

No matter what you have to sell—whether your contemplated advertising for 1915 is to be extensive or limited—these facts and figures of 1914 have a direct bearing upon the success of your coming campaign. They point your safest way to greatest returns for every advertising dollar you spend.

THE ALL IMPORTANT FACTS ARE—THAT
THE

New York  American

PUBLISHED IN 1914

***3,056,417 Lines of Dry Goods
Advertising***

A GREATER VOLUME than was published by any other New York morning and Sunday newspaper.

***93,213 Lines of Musical Instru-
ment Advertising***

MORE than was carried during 1914 by any other New York morning or evening newspaper.

350,598 Lines of Amusement Advertising

LEADING all other New York newspapers (morning or evening) in this class of advertising, and gaining 63,207 lines over 1913.

283,386 Lines of Automobile Advertising

GAINING 31,809 lines of Automobile Advertising in 1914 over 1913—All other New York morning newspapers lost in comparison with 1913.

These Facts and Figures Should Be Your Advertising Barometer in Placing 1915 Advertising.

You can safely follow the successful New York Merchants, both large and small, who gave the NEW YORK AMERICAN the greatest percentage of their advertising in 1914. They are in New York—on the ground and in a position to accurately measure tangible results. THEY KNOW!

These successful advertisers paid the NEW YORK SUNDAY AMERICAN a higher rate than any other New York Sunday newspaper, because its circulation is so much larger than any other Sunday newspaper—and results so much greater in proportion to the advertising cost.

Big business awaits the advertiser who will seek it through the columns of the NEW YORK AMERICAN,—it is the tried and proven medium that offers *Greatest Quality Circulation—Greatest Quantity Circulation.*

New York American



NOTE—Above are Official Figures as compiled by the Statistical Department of the New York Evening Post

also to cover any purchase you may make from us up to Dec. 31, 1914. Our only stipulations are that the cotton for which you charge us ten cents a pound must be taken from a needy retailer who, in turn, is taking it from a needy farmer, and that when our purchases of ten-cent cotton in this manner have reached a million dollars we are at liberty to discontinue the arrangement if we think it necessary to do so."

At the time my inquiry was made it had not been determined to what use the cotton was to be put, but no doubt some plan will be evolved that will have a bearing on the selling of more gum. Because of this bold, incisive policy in cotton, a great many dealers will work harder selling the Wrigley goods, just as they will work harder selling his goods because he is paying the war tax. How much of the outgo will be returned to the company directly in dollars I don't know, but the moral effect all down the line will be great.

The ways in which Mr. Wrigley has met these various crises of his career are worth thinking about, especially at the present time, when so much pessimism is being talked and so many houses have loosened the pressure on their sales departments and their advertising. Some of the biggest selling plans of Mr. Wrigley's career, I believe, have been put through since the war abroad began. You see his vast advertising policies every day, and, under the surface, you find his selling plans as taut as ever.

Thus, one of the great sampling projects in business history has just been finished. It involved the Wrigley Doublemint gum, and included not only retailers, but, in a different way, the telephone subscribers of the whole land. A sample has been mailed to every person listed in the telephone directories of the United States. Not merely a stick of gum, but a full package. On a tremendous scale, the same things are being done that were done on a very small scale years ago when the business started. The result you

see to-day in this immense business is the cumulative hammering of years, with harder and harder blows, on the same spots. One of the impressive things about it is this persistence. The policy of sticking to it has resulted in some amazing contracts.

CONFIDENCE IN ADVERTISING

In 1912, for instance, Mr. Wrigley signed a million-dollar contract, extending over a period of years, for street car advertising. He now has practically every street car in the United States.

Another contract, so I am informed, is for something like \$360,000, for bill posting.

A contract with a leading weekly is around \$100,000.

But, from the view-point of ultimate totals, the biggest contract of all is said to be the one Mr. Wrigley has made with the United Profit Sharing Corporation, whereby the gum wrappers become coupons redeemable in premiums supplied by this latter company. It will probably run into ten million dollars.

The Wrigley advertisements now embrace billboards almost everywhere in this country, and painted signs, walls and bulletins throughout four-fifths of United States territory. Outside of one weekly publication, the magazine advertising has not been extensive.

Outdoor advertising has been used extensively, though Mr. Wrigley said to PRINTERS' INK that he tried not to have any "best advertising." "If we could discover any such," he added, "we would run that sort exclusively. I don't like to hear people talk about the 'best medium.' There isn't any best medium. Neither are there any rules to follow in regard to what medium will produce the best results for a certain advertiser under certain conditions. Advertising, to my mind, is using all the mediums needed to reach the people you are selling. I have used newspapers in the West, South and East with widely different results on one proposition, and in a year I will go back and use the same

papers on another proposition with exactly the opposite results. The same is true of street-cars, outdoor bulletins, or any other form of advertising. The only thing a man can do is to use common horse-sense and study the experience of others. That is just where PRINTERS' INK is doing a great work. Why, I remember it 20 years ago. It is the only real paper in its field."

When the suggestion was made to Mr. Wrigley that possibly, with all the publicity his product had attained, he might almost stop advertising for a time, he replied that, on the contrary, he had just about doubled his advertising in the past year—not including sampling and such things.

"That doesn't look like stopping, does it?" he said. "Advertising is exactly like running a furnace. If you want a big fire, you have to keep shoveling coal. Stop stoking and the fire goes out. To prove this just go over some big advertising 'successes' that used to be. See what happened to them when the men behind them stopped shoveling coal into the business furnace. That is why I have doubled my advertising—I want to double my sales."

In 1913 about \$600,000 went into the daily papers.

The stick-pin maps still tell the story of results, with colored pins to indicate where different kinds of advertising is employed—aside, of course, from the national magazine campaigns, which cannot be localized so definitely. There is a sliding drawer-map for each state or special locality. This makes analytical study for Mr. Wrigley himself. That cabinet of advertisement maps is a refutation, in itself, of the "plunging" stories. It stands in his own office. The daily and monthly story of the sales department is a steady check on the advertising, and any advertising that does not show results is discontinued.

Mr. Wrigley is something of a traveler, goes to Europe occasionally, and is frequently in New York, where he has a branch factory in the Bush Terminal,

Brooklyn. The main factory is at South Ashland Avenue and Thirty-sixth Street, Chicago. When he is in New York, Mr. Wrigley often talks up twenty or thirty dollars' worth of long-distance telephone time at one sitting. In fact, there are not many days during the year when the telephone wires between the Wrigley offices in New York and Chicago are not in requisition.

In South America the company has its own chiclé concessions, and in Michigan its own spear-mint farms.

The peculiar correlation of big and little selling methods seems to have played an important part in making Mr. Wrigley one of the master salesmen of the land. But perhaps the point most significant of all, in this personal study, is this:

Mr. Wrigley has never left his advertising to shift for itself. Through hard times and good he has kept on advertising, but he has always backed that advertising with all the power and courage of the most aggressive personal work. That has really been the strength of his advertising policy.

On January 5 Mr. Wrigley left for his winter home in Pasadena, Cal. But this does not mean he is out of touch. Every day brings him full reports and he is as much the directing genius on his vacation as during the rest of the year.

Quoin Club's Annual Election

At the annual meeting of the Quoin Club, 200 Fifth Avenue, New York City, the following officers for the ensuing year were elected: President, A. C. G. Hammesfahr, of *Collier's Weekly*; vice-president, C. Henry Hathaway, of *Good Housekeeping*; secretary, K. V. S. Howland, of *The Independent*; treasurer, F. W. Nye, of *Today's Magazine*. The above officers, together with the following, will comprise the executive committee for 1915: H. R. Reed, of the *Christian Herald*; W. J. Ryan, of the *Literary Digest*; H. S. Houston, of Doubleday, Page & Co.; J. S. Seymour, of the *Woman's Home Companion*; J. C. Bull, of *Scribner's Magazine*.

Marshall E. Gammon is now the St. Louis representative of Jacobs & Co. list, vice W. H. Valentine, resigned.

The Men and Magazines That Are Winning the Big Circulations

*W. M. Clayton Has Something More to Say About
His Phenomenally Successful "Snappy Stories"*

WHEN I first started as an independent publisher, I got out some motto cards. One of the most successful of these, and the one which I consider embodied in a few words the whole secret of our success, read: "*There's a Reason for Success.—In a Magazine it's found right between the covers.*"

To-day, the men who are making the magazines successful are, after all, the authors whose work appears in their pages. Their stories are the raw material out of which failure or success in the magazine world is built, and there has thus gradually grown up two distinct groups of magazine writers. First, the few "headliners"—men whose work is contracted for by one or two magazines, whose whole circulation and advertising campaign is then based on making these writers popular. Such men are unquestionably "circulation getters" for the publications employing them, but naturally their services are exceedingly costly—so costly that the advertiser who wishes to take advantage of the large circulation resulting from their popularity, has to pay a rate out of all propor-

tion to the possible return, while if the magazine attempts to curtail these "features" and run on its own momentum, as it were, it quickly finds that such circulation, being entirely based on the work of these star writers, is not natural to the magazine itself, and drops away, once the extra stimulation is removed.

The second class of magazine writers are the men and women who really produce the bulk of our magazine fiction to-day—men and women of undoubted ability, who have hosts of friends their work has won for them, but who have never, unfortunately, or perhaps fortunately, been exploited by any one of "America's greatest magazines."

The publications in which the work of these authors appears are the standards, the magazines whose circulations are growing—not by leaps and bounds, but normally, in response to a steadily increasing demand. It is the work of this second class of writers that you will find in every successful periodical published in the English language. They are the "backbone" of the magazine business.

Perhaps I can make my meaning clearer by the following table of twenty writers, selected at random from those whose work appears regularly in our publications, and giving some of the other magazines for which they write:

Authors	Publications for which they write.
Donn Byrne.....	Cosmopolitan, Harper's, Smart Set, Century, Delineator, Street & Smith Publications.
Thomas Grant Springer..	Lippincott's, Smart Set, Overland, Short Stories, American Magazine, Street & Smith Publications.

Advertisement.

Edith Sessions Tupper.....	Smart Set, Associated Sunday Magazines, New York World, Harper's, Street & Smith Publications.
Louise Rice.....	Ladies' Home Journal, Woman's Home Companion, Smart Set, Ainslee's, etc.
Robert W. Snedden	Collier's, The Forum, Life, Judge, Puck, Country Life in America, Harper's Weekly, Theatre, Independent, Literary Digest.
G. Marion Burton.....	Harper's, Smart Set, New York Herald.
Fleta Campbell Springer..	Harper's, Overland, Lippincott's, Pacific Monthly, Smart Set.
Clinton Scollard.....	Poems in every leading periodical in America.
Crittenden Marriott.....	Street & Smith Publications, Adventure, Romance, Lippincott's; the author of "Sally Castleton, Southerner."
Octavus Roy Cohen.....	Red Book, Adventure, Blue Book, Romance, and Street & Smith Publications.
Lillian Ducey.....	Pictorial Review, Smart Set, Street & Smith Publications, Woman's Home Companion, McCall's, etc.
Dr. Frank Crane.....	N. Y. Evening Globe, special articles in Cosmopolitan, etc.
Viola Burhans.....	Henry Holt (Books), Red Book, Smart Set, Street & Smith Publications.
Chester L. Saxby.....	Everybody's, Red Book.
Edward S. Van Zile.....	Red Book, Smart Set, and author of Books and Plays.
Theodosia Garrison.....	Smart Set, Ainslee's, Life, Red Book, nearly every leading magazine.
Israel Zangwill.....	Cosmopolitan, Metropolitan, Harper's, Century, etc. Books and Magazines.
Kate Masterson.....	Ainslee's, Smart Set, Red Book, Life, etc.
Ellis Parker Butler.....	All leading magazines, author of "Pigs in Pigs."
Harold Susman.....	Life, Smart Set, Lippincott's, Judge, etc.

You will readily understand how these writers, whose work constantly comes before the readers of so many and such varied publications, are of inestimable worth to all of the magazines employing them, as they gather a wide and diversified audience, which gradually comes to look for the work of its favorite authors and to buy any magazine in which stories by them appear.

In editing "Snappy Stories," I have consistently followed this line and as a result, the magazine has won readers everywhere, has never had to pay inflated prices and can sell advertising space at

a fair rate since it is in itself published and marketed at a profit, and advertising is carried in its proper relation, as a side-line to the main business.

In summing up, it is only necessary to point to our circulation of over 200,000 copies monthly, to prove the success of this policy, and as a little commentary on that success, it is worthy of note that in the two and a half years we have been in business we have twice had to enlarge our offices, and on February 1st will move to new quarters at 35-37 West 39th Street.

W. M. CLAYTON, *Publisher.*

Advertisement.

For the common good



Originated by the Dry Goods Economist

While some publishers and organizations hastily exploited "Made In America" the Economist from the start proposed the slogan "Made In U. S. A." and it has won out.

The Economist has given much space and spent much money in promoting "Made In U. S. A." for the common good.

Retailers throughout the country have adopted Economist ideas in conducting "Made In U. S. A. Week."

Manufacturers in various lines are now using the above emblem in their advertisements, on their labels, cartons, etc.

The Economist holds no copyright on this design—it can be used freely by any firm whose goods are "Made In U. S. A."

Dry Goods Economist

231 West 39th St., New York

Boston, 201 Devonshire St.	Cleveland, 516 Sweetland Bldg.
Philadelphia, 929 Chestnut St.	Cincinnati, 1417 First Nat. Bank Bldg.
Chicago, 215 So. Market St.	San Francisco, 423 Sacramento St.
St. Louis, 1627 Washington Ave.	Manchester, Eng., 10 Piccadilly.
London, E. C., Eng., Mansion House Chambers.	

Members Audit Bureau of Circulations

"How Is Business?"

A Prediction of a Return to Normal Conditions in a Few Months

An Authorized Interview with

William A. Marble

Pres., Merchants' Association of New York, and Vice-Pres., R. & G. Corset Company, New York

THOSE business men who see great prosperity directly ahead—almost within touching distance, and those who can discern only long-continued gloom, both should talk for a few moments with William A. Marble, president of the Merchants' Association of New York, president of the Corset Manufacturers' Association of the United States, and vice-president of the R. & G. Corset Company. As a manufacturer of a very successful branded line of goods and by reason of his other affiliations he is in close contact with the trend of affairs.

Mr. Marble's outlook is full of cheer and hope. As expressed to a representative of **PRINTERS' INK**—not in set, formal terms, but in phrases and with incidents that "get under the skin"—it should give much encouragement to all those on the "firing line."

"I am a conservative optimist," was Mr. Marble's preface. He followed this immediately by a summing up of the situation for the next few months. He called it "sub-normal." "Not normal, you will note," he added at once, "but sub-normal. No, that expression is not my own. I heard it a few days ago in Chicago. It impressed me as defining business, from now on, very accurately."

"While in Chicago I slipped into one of the banks to pay my respects to a friend who is one of the very ablest of business financiers that I ever have known. I asked him how the outlook impressed him. This is what he said:

"Things are going to be sub-normal for some months. With 'hot air' as to a prospective boom, there is sure to be a rebound—a certain descent, as it were."

"This, out in the Middle West, where they are, as we suppose, far more enthusiastic than here

in the East, surprised me. On the edge of the great farming country with its bumper crops I had not expected such a conservative forecast. But I found other men there who had the same steady, hopeful, but not exaggerated view of the near future. Coming from the Middle West I think it was very significant."

"Has the limit of hard times then been reached, Mr. Marble, speaking from the view-point of a manufacturer of an advertised brand of goods?"

ON THE UPGRADE TO NORMAL

"Yes, the crisis has passed. Gradually—possibly very gradually—we are beginning to get back to prosperity. But we will not have normal conditions until next fall, or, perhaps, until the beginning of 1916. We have been like a locomotive that at times has very nearly stopped, and has crawled along because its flues have been leaking or its water supply has been low. Now we are commencing to get to a place where we can get repairs and water and we can soon begin to generate a full head of steam."

"But it is not coming just yet, though the signs are favorable and good business is ahead. We must proceed slowly and not expect too much. In a personal letter I wrote a few days ago I said:

"To use a nautical expression, we have trimmed our sails to adverse winds, and the only thing to do now is to hold our course steadily and to trust to the future."

"Remember, I am speaking only for myself—not for the members of the Merchants' Association or those with me in other interests. Many of them may hold different views. This has been a depression that was not a state of mind, but a fact. I am not one of those who believe the war caused it."

It began long before the war. Two reasons make me feel that the crisis has passed and that business is on the mend.

"One of these, as has been generally pointed out, is the establishment of the Federal Reserve Banking system, coupled with the fact that able financiers—the ablest possible in the country—are at its head. This will have more and more a beneficial effect on business throughout the coming year, for reasons that are so freely acknowledged and self-evident that they need not be gone into here. The second reason is the result of the last election that, to a marked degree, changed the complexion of the House of Representatives. I am not referring to its political changes, but to the fact that men of a different class have been put in office—men who will be of value and service to the business interests. During the course of the next Congress we will have a good deal less radical legislation.

TRADE REPORTS FROM THE FIELD

"These assurances are among the chief factors that are beginning to produce the steadily growing improvement. Already the signs of this are definite and positive. Take my own concern, for example. We are beginning to get reports from our traveling men who started out just after the first of the year. On East here, from Cincinnati, Chicago and elsewhere through the West, from Washington, Baltimore and Boston—I mention places in detail so you can see that this state of affairs is not confined to any one particular section—these men are sending in orders that are pretty nearly up to the size of normal times—yes, almost that.

"But"—and Mr. Marble turned at his desk and raised his hand to emphasize his point decidedly—"let me qualify this and explain. Generally in November and December our men book a large number of orders for future delivery. It is a custom of our line. This November and December the buyers almost everywhere held back. Few of them gave

their customary orders. They said: 'Wait.' It is these orders that are coming in now. They account for a considerable part of what our salesmen are sending us. So this 'good business' is really not as important or significant as it might seem."

"Yet the business is actually coming in?" Mr. Marble was asked.

"Yes," he returned, "yes, it is.

"The advertised brand that has made its market has stood up well under the stress of the last few months. But, as I said before, while I am an optimist, I am a conservative optimist. The best business under all conditions, I believe, is in developing evenly. In the last few months there have been many things to consider. One of the chiefest of these has been that of holding together our business force. This has had to be most carefully considered. It has been a similar tax upon every business concern.

"Do you know upon whom these times have fallen the hardest? It has been the bookkeepers and the stockroom men—men getting a thousand dollars a year and under, men who are unorganized, who when they are thrown out of work find it practically impossible to get employment elsewhere. These men have had to be our first care and consideration. When, early in the fall, this question came up in our house, I said: 'These men at the first of the year when their salaries were fixed believed that they were engaged for a year. They should stay. Whatever loss there may be because of their staying the business itself will pay for.'

"These men will be needed soon. Perhaps not next month, perhaps not this spring can all their energies be profitably utilized. But the time is coming when every one of them will be in demand and be kept busy. So Judge Gary said in a conversation I had with him the other day. So I believe most of our business men think. This must be our first consideration—to plan so that we can retain our staffs. There is no question of our needing them, and prob-

Farm, Stock & Home

Minneapolis, Minn.

carried more lines of automobile advertising in 24 issues in 1914 than any other farm paper in Minnesota did in 52 issues.

It was all cash advertising.
No trades!

Farm, Stock & Home has the class of circulation that sells automobiles. If it sells automobiles, it can sell your goods.

Present Circulation over 122,000



REPRESENTATIVES

Chicago,
J. C. Billingslea,
1119 Advertising Bldg.

New York,
A. H. Billingslea,
No. 1 Madison Avenue.

St. Louis,
A. D. McKinney,
Third National Bank Bldg.

Newark Evening News

(A Two Cent Newspaper)

State of New Jersey, } ss. Net Daily Average **73,618 Copies**
County of Essex, }

CHARLES L. STASSE, being duly sworn, on his oath says that he is Circulation Manager of the Newark Evening News, and that the foregoing statement of the net daily average circulation of the Newark Evening News for the year Nineteen Hundred and Fourteen is in all things correct and true.

Sworn and subscribed to before me this fifth day of January, A. D., 1915.

CHARLES F. DODD,
Notary Public.



IT is estimated that the population of Newark is now 405,000. Like New Jersey's favorite home newspaper and premier advertising medium, the growth of the City has not only been steady but substantial. Newark, by the way, will celebrate its Two hundred and fiftieth Anniversary in 1916.

There is absolutely no secret in regard to circulation or advertising rates. Records open to all advertisers. Hundreds of letters (unsolicited testimonials) from satisfied advertisers will be cheerfully shown upon request by the advertising manager in the home office. A record of the many objectionable advertisements offered the Newark Evening News and rejected is also accessible.

9,331,410 Lines of paid advertising printed in 1914

This is **2,457,530** lines

more advertising than any New York City six-day newspaper carried last year.

EUGENE W. FARRELL, Advertising Manager and
Assistant General Manager

General Advertising Representatives:

O'MARA & ORMSBEE, Inc.
Brunswick Building, New York
Tribune Building, Chicago

New York Local Representative:

FRANK C. TAYLOR
Brunswick Building, New York

ably before the present year has gone very far.

"The advertised lines have more than held their own. Each year we see more and more the value and the stability of carefully worked out and closely watched investments in publicity. In a line like ours the great thing is the building up of confidence in both quality and price. It has meant much that all through these war times, when food has been up in price and many another commodity has advanced, the well-established branded goods have remained where they were before. That is one of the advantages of advertised goods from a consumer's point of view. The consumer knows what he is getting in quality, and he has what is practically the manufacturer's implied agreement that the price will not go any higher. If we had wished to we could not, in branded goods like ours, selling on their name and because of it, have raised the prices because of 'hard times.' It would have been injurious in the highest degree.

NATIONAL ADVERTISERS BETTER OFF THAN OTHERS

"The national advertiser has no reason to be discontented as he sits in his office and surveys the field at the beginning of 1915. He has weathered the storm well—better than many another business man. His books, it is true, will, in very few cases, show an increase in business during the past year, and his expenses will appear disproportionately high; but his goods have met with a steady if a smaller sale, and *their future market is unimpaired.*

"Those of us now in the saddle are going to see our businesses expand as they never have before. After several years of moving downwards, we have started on the upgrade once more. The great war has simply been an unsettling incident that perhaps has delayed somewhat the coming of Big Business. The country is now in better shape than ever. It is on a more stable basis. There are signs of this everywhere. The old discouraging tendencies have

passed away. Dealers are hopeful and are planning hopefully for their spring trade. Manufacturers are looking ahead with confidence to a large business this fall.

"When once on the upgrade it takes a little time to get to moving ahead at full speed. It is like starting a long and heavy and richly freighted railroad train. We must be careful and not make the mistake of undue excitement over the coming prosperity, remembering to pick our steps carefully. Prosperity—Big Business—will start imperceptibly—not with a violent jerk. It may be that it has already started."

T. P. A. Gets View-point of the Architect and Contractor

At the regular meeting of the Technical Publicity Association, New York, January 14, advertising was discussed from the standpoint of the architect and the building contractor. Spencer A. Jones, with Charles Granville Jones, New York, discussed the advertising which appeals to the architect, and J. P. H. Perry, manager contract department, Turner Construction Company, New York, spoke for the building contractor. Mr. Jones had saved the gist of advertising matter which arrived at his office during the past week, and discussed it piece by piece, with suggestions and criticisms. Mr. Perry pointed out the distinction between the goods the contractor buys because they are specified in the contract, and those he purchases for his own use.

A feature of these meetings is the discussion from the floor, members freely asking questions of the speakers concerning their everyday advertising problems.

Lafayette Young to Report the War

Lafayette Young, publisher of the Des Moines *Capital*, has secured passage on the *Lusitania*, sailing from New York January 30. Mr. Young expects to visit the various countries at war, and act as a general war correspondent for the Des Moines *Capital*. It is possible, too, that Mr. Young will furnish letters and cables to other newspapers.

Hudson Shows Increase

The Hudson Motor Car Company, of Detroit, announces that its sales from July 1 to December 1 increased 150 per cent over the corresponding period last year, showing an increase of from three million to seven and a half million dollars.

Must Account for Profits Derived from Patents

The Necessity of Separating the Profits Due to Patents From Those Due to the Sale of Unpatented Goods Outlined—Damages for Infringement May Depend Thereon

Special Washington Correspondence

THAT it is of great importance to advertisers and manufacturers to follow some system of accounting for the profits which are directly attributable to the use of patents and trade-marks, is evident from the opinion just delivered by the Supreme Court of the United States in two cases in which the Dowagiac Manufacturing Company was plaintiff. The defendant in one case was the Minnesota Moline Plow Company, and in the other, Ernest F. Smith and Luppó W. Zimmer.

The salient points of the decision are plain from the following extracts from the opinion, delivered by Mr. Justice Van Devanter:

"We have here to review two decrees dealing with an accounting of profits and an assessment of damages resulting from the infringement of a patent for certain 'new and useful improvements in grain-drills, commonly known as shoe drills.' The suits wherein these decrees were rendered were both brought by the same plaintiff, but were against different defendants charged with separate infringement. The plaintiff, besides owning the patent, was manufacturing and selling drills embodying the patented improvements; and the defendants, who were wholesale dealers in agricultural implements, were selling drills embodying substantially the same improvements. The drills made by the plaintiff were sold under the name 'Dowagiac,' and the names 'McSherry' and 'Peoria' were applied to most of the others. The defendants purchased from manufacturers who, as has since been settled, were infringing the plaintiff's rights. At an early stage in the litigation the

validity of the patent was sustained, the defendants were held to be infringers, further infringement by them was enjoined, and the case was referred in the usual way for an accounting of profits and an assessment of damages. Upon the evidence submitted the masters reported that the recovery should be limited to nominal damages and their reports were confirmed by the Circuit Court. Its action was affirmed by the Circuit Court of Appeals.

NOT RESPONSIBLE FOR ALL THE PROFITS

"The conclusion that the recovery should be thus restricted was rested upon these grounds: First, that the patent was not for a new and operative drill, but only for designated improvements in a type of drill then in use and well known; second, that the value of drills embodying this invention, as marketable machines, was not wholly attributable to the designated improvements, but was due in a material degree to other essential parts which were not patented; third, that the plaintiff failed to carry the burden, rightly resting upon it, of submitting evidence whereby the profits from the sale of the infringing drills could be apportioned between the patented improvements and the unpatented parts; and, fourth, that although the number of sales made by the defendants was disclosed, the evidence did not present other data essential to an assessment of the damage sustained by the plaintiff by reason of the defendants' infringement.

"At the outset it should be observed that, while the defendants were infringers and bound to respond as such to the plaintiff, their infringement was not wanton or wilful. The masters and the courts below expressly so found and the evidence sustained the finding. The defendants, therefore, were not in the situation of the infringing manufacturer in *Brennan & Co. v. Dowagiac Company*, of whom the Circuit Court of Appeals for the Sixth Circuit said 'it has made and sold those infringing drills

Whose Letterhead Do You Like Best?

Of all the letters from different firms that you regularly receive there are surely some that you admire more than you do the others.

It is natural to be more impressed with a strong, clean, white, crackling bond paper than with a soft, "toothy," cheap-looking paper.



Old Hampshire Bond

To put your letters on Old Hampshire Bond will cost you just 1/10 of a cent per letter more than you now pay. On almost any stationery it costs 5c. to get a typewritten letter into the mail. Using Old Hampshire Bond adds about 1/10 of a cent to the total cost of getting your letter out.

The 1/10 of a cent takes your letter entirely out of the "ordinary" class.

It *stands out* in a pile of other letters. It compels attention.

When you like the looks of a letter before you read it, you are apt to be favorably inclined towards its contents.

So is anybody.

And this Old Hampshire Bond Prestige is yours for 1/10 of a cent per letter or 1/2 cent on a series of five letters.

May we send you the Old Hampshire Bond Book of Specimens?—a book assembled and bound up to interest business men:

*The Only
Paper Makers
in the World
Making Bond
Paper
Exclusively*

HAMPSHIRE PAPER COMPANY
SOUTH HADLEY FALLS, MASS.

In Effect, January 1, 1915

The Knickerbocker Press

New York State's Greatest Newspaper

18-22 Beaver St.
Albany

383 River St.
Troy

406 State St.
Schenectady

(Established 1842)

MORNING, DAILY AND SUNDAY

**Publication Office, Albany, with complete staff of Reporters.
Advertising men and Business Offices in Troy and Schenectady**

ADVERTISING RATES

6c per line flat
Agate line of 12½ ems,
Eight columns
Length of column, 21 inches

READING MATTER

Nonpareil Measure. 25 cents per count line

AMUSEMENTS

Advertisements with position in amusement
columns, \$2.10 per inch.

POSITION

Full position, top of page, 25% extra
Next reading, 10% extra
Specified Page, 10% extra

CLASSIFIED ADVERTISING

One cent per word flat each insertion.
A minimum charge of 25 cents is made.

For further information address

JOHN M. BRANHAM COMPANY

225 Fifth Avenue,
New York City

Chemical Bldg.
St. Louis, Mo.

Mallers Bldg.
Chicago, Ill.

with a purpose to imitate the patentee's construction.'

THE NECESSITY OF APPORTIONING
THE PROFITS

"We think the evidence, although showing that the invention was meritorious and materially contributed to the value of the infringing drills as marketable machines, made it clear that their value was not entirely attributable to the invention, but was due in a substantial degree to the unpatented parts or features. In so far as the profits from the infringing sales were attributable to the patented improvements they belonged to the plaintiff, and in so far as they were due to other parts or features they belonged to the defendants. But as the drills were sold in completed and operative form the profits resulting from the several parts were necessarily commingled. It was essential therefore that they be separated or apportioned between what was covered by the patent and what was not covered by it, for, as was said in *Westinghouse Company v. Wagner Company*: 'In such case if plaintiff's patent only created a part of the profits, he is only entitled to recover that part of the net gains.' In the nature of things the profits pertaining to the patented improvements had to be ascertained before they could be recovered by the plaintiff, and therefore it was required to take the initiative in presenting evidence looking to an apportionment. But the plaintiff did not conform to this rule. It neither submitted evidence calculated to effect an apportionment nor attempted to show that one was impossible; and this, although the evidence upon the accounting went far towards showing that there was no real obstacle to a fair apportionment. Certainly no obstacle was interposed by the defendants. It may be that mathematical exactness was not possible, but that degree of accuracy is not required but only reasonable approximation, which usually may be attained through the testimony of experts and persons informed by observation and ex-

perience. Testimony of this character is generally helpful and at times indispensable in the solution of such problems.

"Coming to the question of damages we think the masters and the courts below were right in holding that the evidence did not present sufficient data to justify an assessment of substantial damages. While the number of drills sold by the defendants was shown, there was no proof that the plaintiff thereby lost the sale of a like number of drills or of any definite or even approximate number. There was no adequate basis for an assessment of damages upon the ground of lost sales. Had the plaintiff pursued a course of granting licenses to others to deal in articles embodying the invention, the established royalty could have been proved as indicative of the value of what was taken. But as the patent had been kept a close monopoly there was no established royalty. In that situation it was permissible to show the value by proving what would have been a reasonable royalty. Not improbably, such proof was more difficult to produce, but it was quite as admissible as that of an established royalty. But no proof upon that subject was presented.

ACCOUNTING FOR PROFITS DUE TO
PATENTS REQUIRED

"Ordinarily what has been said would lead to an affirmance of the decrees below. But there are special reasons why a final disposition of the cases should not be made upon the present record at this time. The patent was valid and the invention meritorious. The infringing sales covered 2,500 or more drills, the profits were substantial, and the damages, if rightly measured, were evidently more than nominal. The decrees are accordingly reversed, without costs, with directions to recommit the cases to a master in order that the questions involved in the original reference may be heard anew upon the evidence heretofore taken and such further evidence as may be submitted, and for further proceedings in conformity with this opinion."

Noted Speakers at the Annual Dinner of Poor Richard Club

William Jennings Bryan and Dr.
K. B. Davis Give Addresses—
The Capacity of Women for
Public Service—Advertising as
Sign of Social Progress—Club
Buys Adjoining Building

THE ninth anniversary dinner of the Poor Richard Club in Philadelphia, Saturday night, January 16, was a notable affair with more than 500 leading advertisers and advertising men of Philadelphia and their guests in attendance. Among the speakers were Secretary of State, William Jennings Bryan, Dr. Katherine Bement Davis, Commissioner of Corrections, New York City, and Professor H. L. Hollingworth, professor of psychology at Columbia University. R. H. Durbin, of Strawbridge & Clothier, Philadelphia, president of the Poor Richard Club, was toastmaster.

At the opening of the banquet, with the room darkened, Jarvis A. Wood proposed a standing toast to Poor Richard, reciting the greatness of Benjamin Franklin. Following this two laughable burlesques on modern life were staged by members of the club, the first "America—The Melting Pot," being an allegorical show, representing the arrival of a transatlantic liner, The Good Ship Poor Richard, in Philadelphia, with immigrants from sunny Italy, Russia, Poland, Ireland and other countries, disembarking and giving their reasons for coming to this country. Many of the quips were directed at Secretary Bryan.

Secretary Bryan spoke at considerable length, in his usual effective way, on what was being done to promote the peace movement. He concluded his address with these words:

"The man who believes that the prosperity of a country depends not upon the strength and intelligence and industry of a nation, but upon the mercy of a hundred men, is not in sympathy with the institutions of a free country."

Dr. Davis made many effective points in her address entitled "The American Movement in Municipal Life." She proved to the satisfaction of her hearers that women have shown themselves capable of holding administrative positions. She referred to one woman in the Federal service, without giving her name, who has served through four administrations in a position where she practically has the direction of an important bureau of the Government.

Professor Hollingworth disarmed criticism at the very start of his address by conceding that he was viewing advertising from the standpoint of one who was outside of the field. His address was entitled "Advertising and Progress," and he reviewed the steps in the development of advertising, not for the sake of advertising, but merely to use as a barometer and as a sign of progress in society. He was convinced that advertising at various stages of history had been a true indication of progress being made. Having reviewed the various periods when advertising could appeal only to the immediate surroundings of a man, he brought his survey up to well within our own time, when printed mediums were being used. In Johnson's time he said that advertising made clear the growing of a Socialist conscience and demonstrated a feeling that people ought to work together in a sort of economical and social co-operation. Advertising to-day, Professor Hollingworth pointed out, indicates the development of advertising along scientific lines. He said upon this point:

"Take the tendency to develop study courses, the tendency to develop research fellowship courses in the universities, in which the subject is taught, the doctors of philosophy being granted the dissertations under the faculties of philosophy on theses whose title, for instance, is 'Relative merits of advertisements.' There is a department of psychology for research by the American Philosophic Association in it, and by

(Continued on page 91)

1914 Advertising Record of

San Francisco Examiner

10,189,088

Lines of Advertising

THE EXAMINER again becomes one of the very few newspapers in the world to print more than ten million lines of PAID advertising.

Three Years

In Succession

Under all conditions, THE EXAMINER has exceeded the gigantic figure of ten million lines (4,500 pages), of PAID advertising in the years 1912, 1913 and 1914.

217,938 Lines

More Than Next Two Papers Combined

THE EXAMINER continues to maintain its overwhelming supremacy by printing, in 1914, 217,938 lines more PAID advertising than the next two newspapers combined.

THE EXAMINER, Total Lines 10,189,088

Second Paper, Total Lines - - - 5,578,328

Third Paper " " - - - 4,392,822

Fourth Paper " " - - - 4,071,256

The SAN FRANCISCO EXAMINER is also supreme in circulation, having the largest of any daily newspaper in America selling at more than a penny. The Examiner sells at 5c per copy every day.

**DAILY OVER
125,000**

*Members Audit Bureau
of Circulations.*

**SUNDAY OVER
235,000**

Eastern Representative
M. D. Hunton
220 Fifth Ave., New York

Western Representative
W. H. Wilson
Hearst Building, Chicago

HOUSEHOLD NUMBER COMFORT

*The Key to Happiness and Success
in over a Million and a Quarter Homes*

DEVOTED TO ART, LITERATURE, SCIENCE AND THE HOME CIRCLE.
VOL. XXV

NO. 5

MARCH
1915

Published at
AUGUSTA
MAINE



"Ready for House-Cleaning and Renovating"

IN the NICK of TIME

When the thoughts and activities of the household are centered on preparing for the approaching spring house-cleaning and the renovation, repairs and improvements that go with it, both indoors and out,

MARCH COMFORT

will enter a million and a quarter homes of the prosperous middle class, mostly farmers. Loaded with useful information on housekeeping and best methods of improving the home, in which all home-makers are especially interested at that season, it will be eagerly read.

THE ads in March COMFORT are always keenly searched for all manner of furnishings, appliances, implements, machinery and material usable in or about the house or on the farm, by the men as well as the women,—they are hungry to know your goods. You can't afford to miss

MARCH HOUSEHOLD COMFORT

March forms close February 10.

W. H. GANNETT, Pub., Inc.

New York Office: 1105 Flatiron Bldg.
WALTER N. JENKINS, Jr., Representative

AUGUSTA, MAINE

Chicago Office: 1635 Marquette Bldg.
FRANK H. THOMAS, Representative.

The one medium necessary to reach the Italians in the United States is

Il Progresso Italo-Americano

Established 1880

Average daily net paid circulation over a period of three months

Daily - - 94,559

Sunday - 80,668

More than twice the circulation of any other Italian newspaper in the United States.

We will gladly submit our A. B. C. report and full information regarding this great market to any one interested.

IL PROGRESSO  ITALO-AMERICANO

Editor and Publisher: CHEV. CARLO BARSOTTI

Phones 3470-3471 Worth

42 Elm Street - New York City

Member Audit Bureau of Circulations

the Advertising Men's League, and the Association of National Advertising Managers, to investigate by the experimental method in the laboratory the problem of advertising.

"All of those tendencies are a sign of what we might call the scientification of all of our life. In our present epoch there can be no better commentary on that general tendency to scientification of all aspects of life than the modern scientific movement, or modern phase of advertising. We are coming to believe that everything goes by law, and if you discover the law you have almost everything you need. Even our dreams, they tell us, are not mere random chance of affairs. They follow definite lines. They all mean something.

"So in advertising we are coming to feel there is a definite science of appeal and response. I am not going to talk about that, but merely want to suggest it as another sign of this period of scientification of our own period."

In his opening remarks Toastmaster Durbin said that the club owns its own home and has recently acquired the adjoining property. During the administration of Louis J. Kolb, the former president, the limitation for membership in the Poor Richard Club was extended, and the growth of the club has since been gratifying in numbers as well as in character. So vigorous had become the activities that plans are now being made for remodeling and connecting the adjoining building with the clubhouse, which will double its capacity.

In recognition of his service to the club, Mr. Kolb was presented with a reproduction in bronze of the "Winged Victory," the masterpiece of sculpture that stands in the Louvre in Paris.

At the dinner a movement was launched to bring the 1916 convention of the Associated Advertising Clubs of the World to Philadelphia. Efforts were also made to arouse interest in getting a big local representation at the convention to be held in Chicago in June.

Stock Farms Are Productive

There's a reason.

Under the golden hoofs
of live stock the fields
grow rich.

Blue grass and clovers,
corn, oats, and forage
crops of all kinds are
grown and consumed
on the land where
they are produced.

That's why the Middle
West is rich.

IT has become an accepted truth that the substantial farmers throughout the Middle West look upon THE BREEDER'S GAZETTE as their one best medium of intercommunication — the one journal to which they can turn from week to week and find the latest and most authoritative original information touching the practical handling of land and live stock as a business proposition.

Please give us an opportunity to convince you as to the foregoing. Permit us to send you a recent issue of THE GAZETTE at our expense.

Address

THE BREEDER'S GAZETTE

542 So. Dearborn Street
Chicago, Ill.

Or

GEORGE W. HERBERT, Inc.
Advertising Building
Chicago, Ill.

Or

WALLACE C.
RICHARDSON, Inc.
41 Park Row
New York City



Member Audit Bureau Circulations

Does Price-Cutting by Dealers Benefit the Public?

Manufacturer's Right to Specify Resale Prices Should Depend on Answer to This Question—If No Substantial Portion of Public Is Injured, Privilege Should Be Given, Is This Writer's Opinion

By Oscar M. Wolff

Attorney-at-Law, Chicago

THE article by Mr. Simpson in a recent issue of *PRINTERS' INK* interested me because it was a presentation of the view-point of certain dealers who favor price-cutting. But while the instances cited were interesting and enlightening as to the attitude of some manufacturers or dealers, they do not reach what seems to me to be the real point at issue in the controversy—is the community at large injured if such manufacturers as desire to do so are permitted to market their goods under a price-maintenance system of distribution?

About three years ago, two cases came to my attention within a very short period of time, in which manufacturers were suffering because of price-cutting on their goods in a certain territory. That was the first time this question of price-maintenance had ever come under my direct notice and I had no prejudice one way or another on the subject. In fact, I am sure that if my opinion had been asked prior to that time, I should have said that it was certainly proper that a retailer should always be permitted to sell his goods at any price he chose.

But these two cases coming so close together caused me to become much interested in the question of price-maintenance. In each instance there was no question about the injury to the manufacturer. The price-cutters themselves acknowledged that, and in each instance it was possible by negotiations between the parties to end the price-cutting.

From that time, I have given

the question considerable study. I have read all the published articles that came to my notice, have discussed the question with both manufacturers and retailers, with advocates and opponents of price-maintenance and have closely followed the hearings before the Congressional Committee.

After all this consideration of the subject, while I do not by any means agree with all the arguments of the price-maintenance advocates, nevertheless I have yet to see what in my opinion was a logical, substantial reason, backed by facts or actual experiences, why a manufacturer should not be permitted to market his product on a price-maintained basis, if he so desires. What I would like to see—and never yet have seen—are facts which would show that to give a manufacturer that privilege means an injustice or a necessary loss to any one—to other manufacturers, to middlemen, to retailers, or most important of all, to the general consuming public.

MANUFACTURERS' RIGHTS WHICH ARE CONCEDED

That, it seems to me, is the gist of the whole price-maintenance controversy. Everybody concedes the absolute right of the manufacturer to market his product without paying the slightest attention to resale conditions or prices. Nobody could for a moment advocate a law which would compel every manufacturer to adopt the system of price-maintenance. Likewise, everybody concedes that the retailer must have the most absolute and unrestricted right to handle such goods as he pleases—whether they are sold under a price restriction or not. If he doesn't want to sell goods marketed under a price restriction, nobody can coerce him to do so, in the slightest degree.

But here are other manufacturers and other retailers. These manufacturers say it is greatly to their advantage to sell their goods upon the express condition that they shall not be resold at less than a stipulated price. Certain retailers are willing to buy the

Let Us Serve You

AT OUR Quarterly Conference in New York last week a resume of the 1914 business showed a volume equal to 1913 and an increased number of accounts. On analysis these new accounts proved to be the man with an idea, the small concern with new products and the long-established concern that believes competition in losses a thing of the past, and that they have nothing to fear from big business.

Convinced that the American public appreciates style and utility value, as well as intrinsic value, these concerns had the courage to initiate new selling and distributing methods in the face of parlous times.

To such concerns, to potential advertisers regardless of size, we hereby extend the facility of our four-city, four-section organization in a preliminary survey to ascertain business conditions. This survey will lay before you in black and white selling and distributing methods that obtain in the East, West, North and South as gathered at first hand by our trained contact-service men.

This survey is our contribution to advertising and business. If you have good goods plus an idea, let us prepare this survey.

Nelson Chesman & Company

Advertising Agents

St. Louis

Chicago

New York

Chattanooga

To the Public-



In the banking business, I found a really important benefit is one which finds its measure in the pocket book and if you should ask millions of thrifty American families just what Green Trading Stamps have meant to them in the last Eighteen Years, you will hear an endorsement which leaves no room for controversy.



That is why I have identified myself with The Sperry & Hutchinson Company, the original, oldest, largest and most thoroughly organized concern of its kind in the world; doing business from coast to coast and showing a handsome growth each year

There is *nothing speculative or experimental* connected with this organization. We have faithfully fulfilled our promises to our subscribers and the public for the past Eighteen Years and will continue to make an even more generous return to every collector of *SH* Stamps.

I wish also to say that The Sperry & Hutchinson Co. has no connection whatsoever with any merchandising or sales corporation. *We have no retail interest to advance save that of the firms which give our stamps.* The *SH* Green Stamp is and always will be a public servant designed and issued to aid all merchants and consumers alike. It is strictly a *Profit-Sharing* and not a promotion enterprise.



The money saved by *SH* Stamps for the great army of wise shoppers throughout the United States amounts to many millions of dollars every year. Millions of Dollars in merchandise have been given out from *one* of our New York Premium Parlors, alone. *The average shows that One Thousand Premiums of substantial value are given away every day in the year from this single parlor.*

The advantage to the customer of receiving this *profit on his purchase* in standard merchandise is very evident. Briefly, you receive a far greater value in goods of known worth—(as we buy them in enormous quantities from the manufacturer)—than could possibly be given in actual money

Now remember, *SH* Stamps are given by thousands of wide-awake merchants all over the United States. You may easily obtain them with every purchase you have to make, anywhere you may happen to be. Visit any of our parlors and obtain a list of the local merchants giving *SH* Stamps.

You can redeem your *SH* Stamps almost as easily as you can a Bank Note and they have just as positive a value. You may take your choice from over *Four Thousand* items of practical utility and sterling worth, in exchange for your stamps.



Could one ask a broader range than is offered by the original, Sperry & Hutchinson system of Profit-Sharing, backed by years of experience?

As a sound, important home-economy, *SH* Green Stamps are the real friend of the family. They are *always* at your service and help you make a good, big cut in the high cost of living.

The Sperry & Hutchinson Co.

GEORGE B. CALDWELL, President.

BRANCHES EVERYWHERE IN THE UNITED STATES

goods with this condition attached. In fact, they are just as eager that the manufacturers should have the right to make this condition as are the manufacturers themselves.

Moreover, these manufacturers and retailers who favor price-maintenance have been able to show by incontrovertible facts that they suffered substantial injury when they were compelled by the Supreme Court decision to cease doing business upon the price-maintenance plan.

Now the question is this: Can the opponents of price-maintenance show that the community at large suffered under this price-maintenance plan? Can they point to actual evils or abuses which grew up under that plan or which would be likely to appear if the manufacturers were again granted the right? Does the community by giving this right to the manufacturers suffer any such real or substantial injury or loss as to make the privilege contrary to public policy?

Or to put it in still another way, does the price-maintenance plan work an injury to any class of the community which offsets the advantage of the plan to another class of the community?

WHO IS INJURED BY PRICE-MAINTENANCE?

This is a point in which, up to the present time, the advantage of arguments and facts seems, to me at least, to have been all in favor of the advocates of price-maintenance. Moreover, it is a point on which Mr. Simpson's cases do not throw any light whatever.

Undoubtedly many manufacturers—like the manufacturer of the toilet articles, who compared his sales in Springfield and Decatur, or the owner of the massage cream business which was built up on cut-price lines—prefer to do business without price restrictions. Nobody seeks to interfere with their right to do so. Undoubtedly some retailers, like the owner of the chain of groceries in Chicago, or Mr. Brown, the St. Louis druggist, prefer not to han-

dle price-restricted goods. Nobody can compel them to do so.

But did these manufacturers or these retailers, or the public at large suffer injury during that period when other manufacturers had the privilege of distributing their product with price conditions attached. Or would these manufacturers and retailers that Mr. Simpson writes about or the general public suffer injury if the privilege of price-restriction were now granted to the other manufacturers?

Mr. Simpson simply shows that some manufacturers and some retailers prefer the unrestricted price. He does not in any way prove the effect of this price-cutting to those manufacturers who desire to maintain a standard price. And so far as his cases relate to the consumer, they would appear to prove the contention of the restricted price advocates—that what the consumer saves on one article he pays back—or more than pays back—on other articles.

If a manufacturer should have the right to specify resale prices, that right should not depend—as Mr. Simpson suggests—upon the rapidity with which his product is consumed. Every argument regarding price-maintenance or price-cutting in breakfast foods can be made to fit watches, automobiles or any other article. The right of a manufacturer to specify resale prices should depend on the resulting effect upon the public—including the manufacturer, his employees and his agencies of distribution in the survey. Unless the public is injured by any system of distribution or merchandising, there is no justification for interfering with that system. If it is not contrary to the public good to grant a man the privilege of fixing resale prices, then it simply comes down to a question of policy or expediency with each manufacturer as to whether he will distribute under a restricted or open price system. A manufacturer of toilet articles might show poor judgment in enforcing price conditions. That has nothing to do with the question of whether he should have the right to do so.

Since the decision of the United States Supreme Court in the Miles Medical Company case, it is easy to build an argument to the effect that any contract for price restriction is *illegal*. But inasmuch as the Supreme Court decided that case upon questions of *public policy*, what should particularly interest unprejudiced persons is an *investigation of facts which will show whether any real injury to the public, or to any substantial portion of the public, would result from the adoption of a proper law granting manufacturers the privilege of specifying resale prices.*

"A. T. & T." Selling Stock to Employees

The American Telephone & Telegraph Company announced in New York at the beginning of the new year that arrangements had been perfected by it to permit sale of stock in the company to employees at \$110 per share on easy terms. This new form of employees' profit-participation attracted considerable interest.

Indiscriminate installment-purchasing of stock by outsiders through employees is forestalled in the company's rule that no employee may buy more than one share of stock for each \$800 of annual wages, nor more than ten shares, whatever his wages. Employees must be at least two years with the company before they are permitted to buy stock.

The terms of payment will be two dollars per month, beginning March, 1915, and the quarterly dividends on the stock will go toward paying for it after deducting interest at the rate of 4 per cent per annum on the unpaid balances.

The company has paid eight per cent dividends for seven years, and it is calculated that dividends at this rate and the two dollars per-share-per-month payments by employees will pay for the stock in full by November, 1918. Any employee who so desires can, after March 1, 1917, but not before, pay in the balance on his stock and receive his stock certificate.

Vigilance Work Begins in Cincinnati

Vigilance work, for the purpose of eliminating advertising which is fraudulent or for any other reason undesirable, is to be taken up actively in the near future by the Cincinnati Advertisers' Club and the Women's Advertising Club of that city, acting jointly. Nothing has yet been done along this line in Cincinnati, except indirectly, but the intention is to do some vigorous work in 1915.

Advertising Pamphlets From Abroad Not Entitled to Free Entry

The United States Court of Customs Appeals at the port of New York has decided that purely advertising matter is not the kind of "publications" provided for in the free list of the Tariff Act of 1909.

The case before the court was that of Roger & Gallet, perfumery manufacturers and importers. The merchandise in controversy consisted of pamphlets issued by the firm describing and advertising their product. Duty was taken at 25 per cent ad valorem under paragraph 416, as "books of all kinds, including pamphlets." The importer claimed free entry under paragraph 517 specifying "publications of individuals, for gratuitous private circulation."

Cincinnati Club Addressed on Chain Stores

"The Development of the Chain Store System and Its Effect on Retail Merchandising" was the subject on which George W. Platt, secretary of the National Co-operative Wholesale Grocery Company, addressed the Cincinnati Advertisers' Club at a recent meeting. He suggested that this solution lies in the organization of co-operative wholesale companies, combining their purchasing power and using co-operative advertising, as such organizations, properly backed, would have a purchasing strength equal to that of the large chain-stores, and would be able to hand over the benefits of their operation to the consumer.

Increases Trade Paper Space

An interesting proof of the value of trade papers is shown by the experience of the Louisville, Ky., Pillow Company, which until a year ago was using direct advertising exclusively. At that time a contract was made with the Grand Rapids Furniture Record for a full page to be used in each issue of 1914. The results were so satisfactory that in addition to renewing this contract the company has also taken space in the Furniture Journal, Furniture Worker, Southern Furniture Journal and Furniture Review. The concern is continuing to use direct advertising in connection with its trade paper publicity, finding the combination very effective.

Marshall Parks Joins "Lippincott's"

Marshall Parks, formerly with Smart Styles and later with Harper's Weekly, has been added to the advertising staff of McBride, Nast & Co., in the capacity of advertising representative of Lippincott's in New York and vicinity.

Joins Lesan Agency Staff

Herman Yaffa, formerly with Klee & Co., has joined the H. E. Lesan Advertising Agency.

56,944 Is Some Paid Circulation For a Trade Paper

Actual, Sworn, Net
Paid, Retail Mer-
chant Circulation
January, 1915.

Alabama	593
Arizona	197
Arkansas	975
California	1136
Colorado	541
Connecticut	68
Delaware	91
Florida	807
Georgia	1152
Idaho	597
Illinois	3402
Indiana	2074
Iowa	5287
Kansas	2366
Kentucky	576
Louisiana	474
Maine	470
Maryland	400
Massachusetts	270
Michigan	2889
Minnesota	2672
Mississippi	712
Missouri	2812
Montana	549
Nebraska	2788
Nevada	90
N. Hampshire	232
New Jersey	244
New Mexico	251
New York	1980
N. Carolina	1192
N. Dakota	1406
Ohio	2961
Oklahoma	1529
Oregon	591
Pennsylvania	2099
Rhode Island	24
S. Carolina	540
S. Dakota	1252
Tennessee	868
Texas	3044
Utah	325
Vermont	310
Virginia	500
Washington	755
W. Virginia	290
Wisconsin	2308
Wyoming	247
Wash., D. C.	1
Canada	7
Scotland	1

Total 56,944

A. B. C. members.
Audit has already
been made.

AND \$3 per year—without premiums of any kind—is a pretty stiff subscription price for ANY monthly publication.

YET 56,944 retail merchants are actual paid subscribers of THE MERCHANTS TRADE JOURNAL at Three Dollars a year.

THE circulation has grown steadily from 35,000 in 1907 to more than 56,000 in 1914. The subscription price has increased, \$1 to \$1.25; to \$1.50; to \$2.00; then to \$3, and still the circulation grows.

YOU will find this publication an ideal medium for your purpose, if you wish to reach the best rated merchants, in cities and towns between 800 and 100,000 population.

WE will be pleased to furnish you definite and complete information as to classification of circulation, let you see representative lists of subscribers, and

WILL gladly pay your expenses to Des Moines from any city in the United States, so that you may make your own examination, in your own way, to see for yourself that you can reach more of the class of trade you are interested in (in cities 800 to 100,000 population), thru the Merchants Trade Journal than any other trade publication you can use.

For Detailed Information
Address:

MERCHANTS TRADE JOURNAL DES MOINES, IOWA

CHICAGO
1010 Advertising Building

BOSTON, MASS.

NEW YORK
406 Flatiron Building

For years many publishers buried their advertisers in the jungle in the back of their magazines.

Some of them still do it.

Fortunately for the advertiser, many magazines are changing their form.

They are doing now what we realized fourteen years ago.

The Theatre Magazine

has been publishing for fourteen years a flat magazine giving the tremendous advantage of position next to reading matter to its advertisers.

But The Theatre Magazine has made good for its advertisers not merely because of the position it could give, but because it reaches a remarkably receptive public with the power to purchase and the desire to spend.

THE THEATRE MAGAZINE

Members of the A. B. C.

8-14 West 38th Street

New York

Chicago
Godso & Banghart
Harris Trust Building

Boston
H. D. Cushing
24 Milk Street

Behind the Scenes in Street Car Advertising

Answers to Some Questions Which Advertisers Have Asked

WHEN an advertiser is using publications, it is a simple matter for him to secure proof of insertion. The checking department of his advertising agency or his own advertising department merely checks up the date of insertion, size of advertisement and position. That ends that.

But for an advertiser who is using the street cars to secure absolute proof of insertion is "something else again." Not that the proof isn't there, but that it isn't quite as easy to unearth it as it is with magazines or newspapers, especially if one is of the disposition that has to be "shown."

The matter of size is simple enough, all cards being of the regulation size, 11x21 inches.

"Position" is seldom, if ever, requested by advertisers, so that matter scarcely ever comes into question. "Position" is purely a matter of judgment on the part of the "carders" (the men at the car barns who insert the cards in the cars), their instructions being that light and dark cards shall alternate as far as possible.

Street car advertising in New York and other large cities is sold on the basis of "runs"—a "full," "half," "third," "quarter" or "eighth run" on all the lines operated or on any individual line or lines that the advertiser may choose.

WHAT A CONTRACT CALLS FOR

Mr. John Doe has just signed a contract for street car advertising in New York City. His contract calls for a "full run" on Broadway and a "half run" on the Fourth and Madison Avenue lines—which is to say that a Doe card will appear in every car operated on the various branch lines which make up the Broadway system and in one-half of the number of cars operated on the Fourth and Madison Avenue line,

as long as the contract has to run.

After Mr. Doe has O. K'd the text matter and design for his cards, they are printed or lithographed, as the case may be, and then delivered to the stock-rooms of the street car advertising company at the car barns, where they are assigned to the "Doe bin."

Mr. Doe may write his own text matter, he may originate the design and have his own artist execute the art work; and he may have his cards printed by a printer of his own choosing. Or the street car advertising folks will attend to all of those matters for him. In either event, Doe pays the bill.

About twenty-five per cent more cards are printed than are actually required in accordance with the terms of the contract. That is done for a threefold reason: first, to take care of the matter of cards that have to be replaced through becoming soiled or torn; secondly, to provide cards for Mr. Doe's own use; and thirdly, to enable Doe to take advantage of the custom prevalent in street car advertising, whereby the unsold space in the cars is divided pro rata among the various advertisers.

CHANGING THE CARDS

Doe's cards are now at the car barns ready to be inserted in the cars.

It is eight o'clock at night—the time at which the carders generally begin their work (although there is a day force for emergency work). The force of about twenty carders is assembled, ready to receive their assignments from the chief. Doe's cards must show in the cars to-morrow, according to the terms of the contract.

Now, Mr. Doe's cards go in every Broadway car. That's all right—there's no trouble about that. But what particular card

must come out of every Broadway car in order to make room for a Doe card?

How do the carders know which particular cars on the Fourth and Madison Avenue line Doe's cards go in? And how do they know which particular cards are to be replaced by Doe's?

The system is foolproof.

In the office of the street car advertising company there are sheets prepared which, when filled out, are virtually a diagram of every car by number and by line and which constitute a permanent office record in loose-leaf book form. That is, a look at any of these sheets will tell exactly the advertisers' cards that are in any car in the city.

When it is considered that there are about 2,946 street cars in New York City being operated over 108 individual lines and branch lines which, collectively, extend over between 500 and 600 miles of track; that in each car there are, on the average, 28 cards; and that in a considerable number of cars, changes of cards are being made every day; then the enormity of the detail connected with the putting in and taking out of street car cards becomes a little more understandable.

WANAMAKER'S DAILY CARDS IN THE STREET CARS

A few years ago, John Wanamaker's cards in the New York street cars were changed every day. At four o'clock each afternoon the printing of the cards for the following day was begun, and that same night the finished cards were delivered to the barns for insertion in the cars. This daily Wanamaker advertising was the only instance of its kind, so far as is known, that has occurred in the history of street car advertising.

In the office of the car advertising company, the sheets, which form the pages of the loose-leaf record books, are ruled off.

For each line in the city there is a separate book. At the top of the page is written the name of the line. To the extreme left

of the page the names of all the advertisers on that particular line are written down, one under the other. The date is also written at the top of each page.

HOW THE RECORDS OF ALL THE CARS ARE KEPT

At the top of each page, extending all the way across, the numbers of the cars being operated on that particular line are written.

The clerks in the office who are working on the sheets simply add Doe's name to the list of advertisers in the Broadway book and in the Fourth and Madison Avenue book.

Then they put a mark (V) opposite Doe's name and under every car which is being operated on the Broadway system, since his contract calls for a "full run" on Broadway.

In the Fourth and Madison Avenue book the same mark is made, but it is made under only *one-half* of the number of cars being operated on Fourth and Madison avenues, since Doe has contracted for only a "half run" on that line.

The clerk in charge of the office force might be compared, in a broad way, with the man who "makes up" the advertising pages of a magazine. The latter decides in what particular place in the publication a certain advertisement shall appear; the former determines in what particular cars on a certain line an advertiser's cards shall show.

When the clerk who has checked off in the books the cars in which Doe's cards are to appear has finished, she reads them off to another clerk, who records them on separate slips of paper, called "order slips." It is by means of these "order slips" that the carders at the several car barns throughout the city are enabled to do their work with such speed and clock-like precision. But before the work at the car barns is outlined, let us stay in the office a while longer.

The order slips are worked like this:

At the top of each slip the name of the line is printed; the slip

For many years the business of

The Kansas City Star

has been a barometer of business generally throughout the Southwest. In spite of the tremendous strain put on the country by the war, The Star's business for 1914 showed a substantial increase over that for 1913. This increase reflected the unusual good fortune of the Southwest, which was less disturbed by the war than any other part of the country. The figures:

CIRCULATION

<i>Evening and Sunday—</i>	1914	1913	Gain
City	98,696	93,487	5,209
Country	97,388	87,139	10,249
Total	196,084	180,626	15,458
<i>Morning—</i>			
City	95,137	90,257	4,880
Country	97,419	87,353	10,086
Total	192,556	177,610	14,966
<i>Weekly—</i>	327,251	291,258	35,993

ADVERTISING

Lines	14,039,269	13,975,624	63,645
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The total average paid circulation for The Kansas City Star, evening and Sunday, for December, was 200,027; for the morning edition, 196,276.

ty-five or thirty different advertisers' cards must be changed in one night, which keeps the carders busy until all hours of the morning.

WHAT THE "CARDERS" DO

The head carder is now on his way to the barn with the order slips to give his men their assignments and instructions for the night's work.

To one carder he hands over all of Doe's order slips. That's all that carder has been waiting for. Over to the "Doe bin" he hustles, snatches a big bundle of Doe's cards and is on his way in no time to the empty cars in the barn.

As soon as the carder takes out of a car the advertiser's card which is designated on the order slip, he replaces it with a Doe card. Then he checks off his order slip to show that in that particular car Doe's card has been put in and the correct one taken out. He goes through the same process in every car that Doe's order slips call for, checking up each space on the order slips as he goes along.

In some cases it may require a little rearranging so as to have light and dark cards alternating, but steady practice makes short work of that difficulty when it does arise.

In the meantime, another carder has taken a bundle of Doe cards to the Fourth and Madison Avenue car barns, and the same work has been put through.

When the insertion of Doe's cards is completed the carders turn into the chief at the stock rooms the order slips properly checked off and, in addition, they bring back with them all the cards which have been ordered out of the cars to make room for Doe's cards.

The order slips are then returned to the office of the car advertising company for reference.

From these checked-up order slips, as well as by the books of record in the office, advertisers are enabled to verify the insertion of their cards.

Every time an advertiser



TRADE MARK REG. U. S. PAT. OFF.

"Unlike any other paper"

If it is true, as the experts say, that Our Folks use 45,000,000 pounds of coffee per year, wouldn't it strike you that their trade was worth having for some one particular brand?

The way to get a coffee story to country folks is to use

The Farm Journal

A. B. C. MEMBER

Washington Square
Philadelphia

changes his cards—which may be as often as he pleases, but which generally is done every few months—the same work is gone through both at the office and at the car barns as has been here described.

ADVERTISERS WHO HAVE TO BE SHOWN

Some advertisers are born skeptics. So whenever an advertiser indicates a desire to be "shown," check lists which are made up from the office books are given to him. These check lists show the number of each individual car on each line in which his card is being displayed.

Most advertisers are satisfied with that. Those who aren't, however, are thus in a position to do a little gumshoeing on their own hook to assure themselves that they are getting all that they are paying for.

To make assurance doubly sure and to satisfy themselves that everything is going smoothly, the car-advertising folks themselves send out men every day independently to "check up" three or four different cars complete on different lines. These "check-ups" are then compared with the office records. Discrepancies very seldom, if ever, occur—that's how carefully the work is done in the first instance at the car barns.

Judging, then, by averages, the car-advertising company is able to reassure itself that not only are insertions and "take outs" being made properly, but also that the matter of soiled or torn cards is being well taken care of—since those things are noted in the checkers' reports.

Again, it may happen that an advertiser—let it be Mr. Doe this time—is "over-incredulous," a doubting Thomas, born and bred in the bone. His contract has been running for a while, and in all of his rides on the Madison Avenue cars, blamed if he's seen his cards more than a few times!

So, Mr. Doe up and tells the car-advertising folks about it in no uncertain terms. He's got to be shown—that's all there is to that!

The advertising company is nearly at the end of its tether, but not quite. A representative of the company invites Mr. Doe, or his man, to spend an hour or two—an afternoon, if he is willing—jumping on and off cars to see if his cards are in the cars the car-advertising company says they are in.

Together they leave the office. They have Mr. Doe's order slips with them.

They stand on a street corner. Here comes a Madison Avenue car along. They jump in. Both hurriedly inspect the cards in that car. It is No. 511. Doe's order slips doesn't say that his card should be in 511. It isn't there. All right—he's satisfied. That's *one* car.

They get off. Another car comes along. It is No. 107. On they hop. Yep, there's a Doe card in 107. A look at the order slips tells them that Doe's card should be in 107—and it is. That's good. Now we're getting *real* proof.

And so it goes till Doe, or his man, gets sick and tired of hopping cars and quits—a weary but a wiser and nearly convinced advertiser.

Nearly, because he hasn't been in all the cars, and unbelief is a part of him.

Now the car-advertising people are up against the wall. If this test doesn't convince Mr. Doe, then it can't be done. Doe is invited to go out himself any day, without notice, and enter one, two or ten street cars on one line or on different lines and to check up each car complete—noting name of lines, number of cars, names of the advertisers in each car checked and date on which he conducted this sleuthing expedition.

A FINAL TEST OF SERVICE

He is then requested to come into the office of the car-advertising company and say something like this:

"On October 19th I made a note of all the advertisers whose cards were in car No. 804 on the Madison Avenue line. Will you kindly read off to me the names of the

Scientific Window Display

The International Dealer Service Bureau is qualified to furnish practical counsel, and sound suggestions on every phase of Window Display work.

This valuable advisory service is based on exhaustive investigations and practical experience.

The Bureau, National in scope, is prepared to secure the use of Dealers' windows—to create and actually install displays in these windows—and to furnish practical plans and suggestions for increasing the sale of advertised products by means of thousands of displays shown simultaneously in all parts of the country.

Fill out the coupon below, tear out this page and mail to-day.

The International Dealer Service Bureau
1276 West Third Street Cleveland, Ohio

THE INTERNATIONAL DEALER SERVICE BUREAU
Cleveland, Ohio

Please advise how your service can be successfully applied to our particular requirements.

Name.....

Firm.....

Address.....

Seattle Through The Times

Time and distance make it impossible for every advertiser to see Seattle and the Pacific Northwest as it needs to be seen to gain an adequate idea of the possibilities for business in that section. The best substitute is a careful study of the most prosperous and representative paper in that territory.

THE Seattle Times

Through its high editorial standard it reflects the character of the people as well as the spirit of progressiveness which has made Seattle what it is today. It shows by its well filled advertising columns that both local and national advertisers get results, and largely because of its great superiority over its contemporaries in the field, in point of circulation.

By every test the Seattle Times is a first-class newspaper in a first-class market. Further information, rates, etc., to interested manufacturers.

TIMES PRINTING CO.

Seattle, Washington

The S. C. BECKWITH, Special Agency
Sole Foreign Representatives

New York St. Louis Chicago

advertisers' cards which were in that car on that date?"

Mr. Doe can do that with one, or ten, or fifty cars and the car-advertising company's records will tally exactly with the records he has made 999 times out of 1,000, the thousandth time representing the element of fallibility which is present in any business—Doe's included.

When it is realized that there are probably no two cars in the entire city carded exactly alike—because the advertising is sold in "runs" which vary from a "full" to an "eighth" and interlocks on several lines—the conclusiveness of this last test becomes absolute.

Chicago Trade Press Instal New 1915 Officers

W. B. Prescott, of the *Inland Printer*, will head the Chicago Trade Press Association for 1915. Other officers installed at its first 1915 meeting held last week were, W. J. McDonough, of the *Dry Goods Reporter*, vice-president; C. B. O'Neill, of *Motor Age*, treasurer, and C. P. Hooker, of *National Builder*, secretary.

Anderson Pace, Industrial Commissioner of the Chicago Association of Commerce, urged the trade paper publishers to co-operate with the association in its trade development work. He mentioned several cases where the work of his committee had actually created advertisers.

C. W. Sherman, of Birmingham & Seaman, discussed the long and short price list which is urged by printers. It favors them in the matter of buying paper. One of the reasons against its adoption by paper manufacturers, he said, was the fact that about 75 per cent of the paper manufactured was sold to advertisers, publishers and big mail order houses *direct*. Printers, he estimated, bought less than 25 per cent of the output. Following the speakers, questions submitted by members were discussed.

Patton With Cone, Lorenzen & Woodman

E. E. Patton, for four years advertising manager of the *Practical Farmer*, Philadelphia, and before that with the *National Stockman and Farmer* in a similar capacity, has taken charge of the farm and weekly papers on the Cone, Lorenzen & Woodman list.

Death of William F. Barrett

William F. Barrett, for five years with the Chas. H. Fuller Company, Chicago, died in that city January 4, aged 47 years. Mr. Barrett was one of the partners in the old advertising agency of Washburn & Barrett, Boston.

To Define Unfair Competition

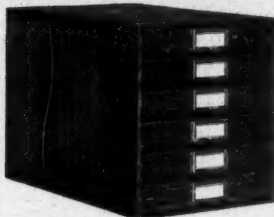
Chief Task Awaiting the New Federal Trade Commission—Act of Congress Has Made It Mandatory for Commission to Prevent Unfair Commercial Competition—Progress at First May Be Slow

Special Washington Correspondence

FROM the standpoint of advertisers and manufacturers, chief among the tasks assigned to the new Federal Trade Commission is that of determining what constitutes unfair competition in modern business practice. The new governmental body, authorized by act of Congress at its last session, is already nicknamed in certain quarters "the supreme court of business," but it is not intended that the new tribunal shall, in the last analysis, usurp the functions of the courts in determining what constitutes unfair competition. It is anticipated that in the future, as in the past, only a decision or a group of decisions by the Supreme Court of the United States will definitely indicate the respective rights of competing firms.

However, it is the conviction in official circles at Washington that there must arise all the while, in the normal course of business, many uncertainties and conflicts of opinion as to what constitutes unfair competition, the parties to which would willingly submit to a constituted authority, rather than to invoke the tedious and expensive procedure in the courts, if they could have any assurance that the findings thus obtained would be conclusive. Such service as an informal arbiter is likely to prove the most beneficial function of the Trade Commission just as the Chief of the U. S. Bureau of Chemistry has disclosed new possibilities in helpfulness to manufacturers since he has taken to passing, in an advisory capacity, upon submitted labels for goods instead of compelling mystified manufacturers to risk prosecution in the courts in order to ascertain what

Weis Utility Cabinets



By Parcel Post in Eastern and Central States **\$4.00**

For Electrotypes, Blanks, Forms and Other Papers

Six easily accessible drawers, each $8\frac{3}{4} \times 14\frac{1}{4}$ in., $1\frac{1}{8}$ in. high, in which papers, cuts, etc., may be kept at hand.

Solid, Seasoned Oak, Corner-locked Cabinet, finished four sides. Has rubber feet to prevent marring desk, etc. Two or more cabinets may be stacked vertically. Get one for your desk now!

PUBLISHERS!

Make Gifts of Them!

Your advertisers, whose facilities are limited, will appreciate your presenting them with one of these handy files.

Local newspaper and trade journal publishers sent them as New Year Gifts—with most gratifying results.

An excellent "premium" to advertisers, office men, etc.

Packed singly in Fibre Shipping Cases, for parcel post mailing. Weight—packed, 8 lbs.

Special quantity prices to publishers, etc.

Let us quote on your requirements.

The **Weis**
Manufacturing Co.

59 Union St., Monroe, Mich.

New York Office: 75 JOHN ST.

is allowable and what is not allowable.

The position of the Federal Trade Commission on this question of unfair competition is the stronger because Congress has made mandatory—not merely permissive—its procedure in cases of alleged or supposed unfair competition. The act reads: "The Commission is hereby empowered and directed to prevent persons, partnerships or corporations, except banks and common carriers subject to the Acts to regulate commerce, from using unfair methods of competition in commerce." Whenever any business house is under suspicion by the Commission of practising unfair competitive methods the responsibility rests with the concern under scrutiny to "show cause" why an order shall not be entered by the Commission requiring a cessation of the trade methods which have been called in question.

COMMISSION'S POWERFUL REACH

At the same time the Trade Commission has exceptional opportunities for acquiring its own evidence as to the business ethics and practices of any firm owing to the sweeping investigative powers which have been vested in the body. As the former U. S. Attorney General, Mr. Wickersham, has said, the statute vests in the Commission "a power of intermeddling without precedent in the history of this country." The Trade Commissioners are given authority to travel over the country and to pry into the business affairs (subpoenaing witnesses when necessary) not only of corporations but of individuals, and they are authorized, at their discretion, to publish the results of their discoveries, excepting only trade secrets and the names of the customers of the concerns investigated. From this hint as to the powers vested in the new body of inquisitors it will be appreciated to what an extent the harmonious relations of the tribunal with business interests in general depend upon the personnel of the Commission and the policy adopted in

passing upon the broad question of unfair competition.

One deterrent to radical action of any kind in the early days of the new Commission's existence will be found in the limited amount of funds available for use by the new body during the first six months of 1915. Perhaps the best insurance of a safe and sane administrative policy on the part of the Federal Trade Commission will be had if there can be carried out the project, now being widely endorsed in business circles, for the organization of an advisory council of practical business men who would voluntarily co-operate with the Federal Trade Commission in the same manner and in the same spirit that the advisory council of bankers now co-operates with the Federal Reserve Board. The turning over to the Trade Commission of all the records and files of the old Bureau of Corporations—for example the data of the uncompleted investigation of the practice whereby manufacturers fix resale prices—will, of course, put the new Commission in possession, at the outset, of a certain amount of information bearing directly or indirectly on some phases of unfair competition.

E. B. Merritt Resigns From Armour

E. B. Merritt, for seventeen years advertising manager of Armour & Co., has resigned from that organization to go with the California Associated Raisin Company, of Fresno, Cal., with headquarters in Chicago. Mr. Merritt will represent the raisin company in exploiting the widely advertised Sun Maid raisin products.

William S. Laughlin, who has been with Armour & Co. in various capacities for 24 years, is acting as advertising manager until a successor to Mr. Merritt is appointed.

With Lesan Service Department

George J. Chase, lately with the George Batten Company, and before that advertising manager of *Boys' Magazine*, is now with the Lesan Advertising Agency, in the service department.

W. G. Jaffray, of the legal firm of Jaffray, Cassels & Biggar, has been appointed president of the *Toronto Globe*, to succeed his father, Senator Jaffray, who died some time ago.

208 Columns Gained December's Record of The St. Louis Star!

Here Is the Final Count:

During the month of December—compared with the same month of one year ago—The Star made advertising gains totaling 208 columns.

The comparison below shows in actual figures the amount of columns gained or lost by The Star and its two afternoon competitors during the month of December, 1914, compared with December, 1913:

	Gained	Lost
STAR	208	
Nearest Competitor		238
Next Competitor		302

(The above figures include week-day issues only. The Star has no Sunday issue.)

A review of the entire year of 1914 would be a repetition of monthly advertising and circulation gains. During the twelve months just ended The St. Louis Star made a total advertising gain of 357,300 agate lines over the same twelve months of 1913.

Here Is the Score for 1914:

Below is given in agate lines the final accounting of gains and losses of the three St. Louis afternoon newspapers for the year of 1914, as compared with 1913:

	Gained	Lost
STAR	357,300	
Nearest Competitor		177,300
Next Competitor		821,700

(The above figures include week-day issues only. The Star has no Sunday issue.)

--and

added to these remarkable advertising gains is a circulation increase averaging 21,708 copies each day for the month of December.

No advertiser, when confronted with the above facts and figures, should ask more conclusive proof of The Star's real service.

THE ST. LOUIS STAR

"A Paper With a Purpose"

LEON J. VAN LAEYS, Manager.

ADVERTISING REPRESENTATIVES—JOHN M. BRANHAM CO.
Mallers Building, Chicago. Brunswick Building, New York.

Member of Audit Bureau of Circulations

WAS MR. TIPPER THINKING OF US?

On page 232 of "The New Business"—Harry Tipper's latest book on advertising—the author makes this significant statement:

"The catalogues of some of the automobile, jewelry, and dry goods concerns in the character of the printing, make-up and illustrative work are second to nothing which is being produced for the book or general trade."

As a matter of fact the printing of large editions of *quality* catalogues, booklets or other advertising literature has become an art in itself. It calls for special mechanical equipment—superior workmanship, and more than anything else—long experience.

We have all three qualifications. Our mechanical equipment suited for the production of just such catalogues as Mr. Tipper refers to, represents an investment of over \$400,000.

Ours is the largest plant in New York handling that sort of work.

For twenty years we have been at work building an organization of specialists—men who have made the production of quality-quantity work a life study. Today we believe we have the most efficient organization of its kind in the East.

And back of these men and equipment is a business house that can be *relied* upon. With a rating of \$300,000 and highest credit, its customers know that the orders entrusted to it will be delivered. *And delivered on time.*

Think over that last point, and bear it in mind when getting estimates on your next big edition of catalogues.

Our record shows our service is unsurpassed.

We aim to keep our customers and incidentally they are good solicitors for us. Ask them. Send for copy of "Feather in Our Cap."

CHARLES FRANCIS PRESS

30 and 32 West Thirteenth Street, New York

"What do you mean— Selling Profit?"

"Just that, Mr. Briggs—I am selling—not just printing—but profit."

"Sounds like a generality—explain."

"Well, printing is a good deal like a salesman—not much in itself, but valuable for what it can do. Take this form letterhead. The printer who does it at the price you mention must use a very poor paper. The form letters won't pull. Therefore the printing won't be profitable. I figured that the right paper to use was Hammermill Bond, which is inexpensive but of good appearance with a quality feel and rattle. My price is only a few dollars more, but that difference is what would make the job profitable. I may lose the order, but if I took it at your price I would probably lose a customer."

"But what is the use of getting competitive bids if I don't accept the low price?"

"The chief value of competitive bids, Mr. Briggs, is to find out which is the poorest printer. The printer who has the hardest work to get business usually makes the lowest bid."

"I like your logic, boy—take the order—and be sure to throw in a large measure of that 'profit' you speak of."

"Thanks."

HAMMERMILL BOND

"The Utility Business Paper"

Hammermill Bond is made in twelve colors and white, in three finishes. It is carried in stock by the wholesale paper houses who are our agents in every big city in the United States.

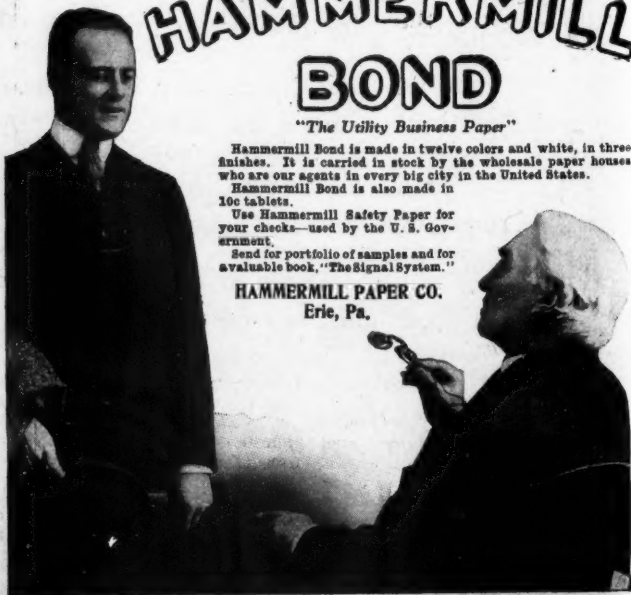
Hammermill Bond is also made in 10c tablets.

Use Hammermill Safety Paper for your checks—used by the U. S. Government.

Send for portfolio of samples and for valuable book, "The Signal System."

HAMMERMILL PAPER CO.

Eric, Pa.



Reasons Behind Some Effective Small Space Layouts

Small Changes That Have Improved the Ad and That Have Saved Much Money—Why a Cut at the Bottom Helps the Neighboring Ad—Revamping a Layout for Other Use

By Grafton B. Perkins

Adv. Mgr., Resinol Chemical Company,
Baltimore, Md.

A CAREFUL consideration of last month's bill for a national newspaper campaign is a wholesome prelude to the preparation of next month's copy. When it sinks deeply into your mind that saving four lines in a single advertisement will pay your week's salary, there is small inducement to be lavish with your space.

Every Resinol advertisement is carefully examined under that microscope.

The plans for a new Resinol advertisement center around the heading, and I have a pet theory that every heading can be made to do double duty. Before it will pass muster as the egg from which a completed advertisement is to be hatched, it must meet two requirements:

First, it must permit the prominent display of the word "Resinol," because the advertisement will meet the eyes of many who at present have not the slightest need for that product. These I cannot hope to interest, but if I can make them read that single word, a step has been gained toward making them feel that they "have always known about Resinol" when the time comes that they do need it.

Second, the heading must tell a complete and plain story about Resinol. This is to present to the casual reader not only the name of the product but its purpose, so that an impression, however unconscious, of at least one use for Resinol shall be left in the back of his brain to be referred to in case of need.

Compare the probable efficacy from this view-point of such a heading as "Sick skins made well by Resinol" to the more fanciful type which some advertisers affect—"Many mothers rely on Resinol."

This second requirement has in mind, also, that smaller but more immediately important group represented by the man who needs something like Resinol at the present moment. He, too, is vastly more likely to recognize the former heading as introducing a message of interest to himself. That this inference is correct I have seen proved many times by the comparative failure of the fancy, non-informative headings.

HEADING GIVEN A CAREFUL TRYOUT

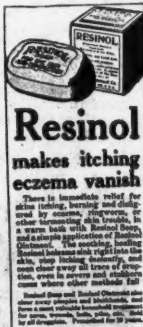
A heading, once developed, that meets these requirements is usually tested out in that half of our bi-monthly schedule which calls for "semi-readers." Text is provided for it which hitches on

RESINOL MAKES ECZEMA VANISH

Stops Itching and Burning Instantly.

There is immediate relief for skin itching, burning and discomfort, ringworm, or other irritating skin trouble, in a warm bath with Resinol soap and a simple application of Resinol Ointment. The soothing, healing Resinol balsam stick right into the skin, stop itching instantly, and soon clear away all traces of eruption, even in severe and stubborn cases where other treatments have had no effect. After that, the regular use of Resinol Soap is usually enough to keep the skin clear and healthy.

Resinol Ointment (40¢ and \$1.00) and Resinol Soap (50¢), are also quickly effective for pimples, blackheads, dandruff, acne and every form of skin trouble. Prescribed by doctors for the past sixteen years, and used by all druggists. For trial free, write to Dept. 1-3, Resinol, Baltimore, Md.



FIGS. 1 AND 2—A "SEMI-READER" AD AND THE DISPLAY AD THAT WAS DEVELOPED FROM IT

directly to the idea and not by any circumlocution—but I cannot, if I am ever going to reach the question of layouts proper, even touch on the tempting field of copy.

If in this "semi-reader" probation the advertisement proves a success, it is due for promotion to the display half of the next schedule.

This arrangement, I may note

in passing, insures that no matter how effective the advertisement may have proved, it will not be repeated in any form within less than two months, my tests having shown that even this period is so

Resinol heals itching skins

RESINOL OINTMENT, with Resinol Soap, stops itching instantly, quickly and easily heals the most distressing causes of eczema, rash or other tormenting skin or scalp eruption, and clears away pimples, blackheads, redness, roughness and dandruff, when other treatments have proved only a waste of time and money.

Physicians have prescribed Resinol for eighteen years and every druggist in the country sells Resinol Soap and Resinol Ointment. For free trial, write to Dept. S-T, Resinol, Baltimore, Md.

Sold by all druggists
Beware of "substitutes"



FIG. 3—WHILE THE ARRANGEMENT OF TEXT AND ILLUSTRATION MAY BE ARTISTICALLY CORRECT, IT DRAWS ATTENTION RATHER TO THE AD BELOW ON THE NEWS-PAPER PAGE

short that results of the second appearance are materially reduced. Why this is, I do not pretend to say. I should have assumed, to the contrary, that of any possible audience so small a proportion would happen to see a given advertisement that, however early its reappearance, it would find an essentially fresh group of readers. All of which suggests how unsafe these "armchair decisions" can be! Anyhow, my evidence has been so convincing that unless an advertisement is a record-breaker, I do not repeat it in identical form within four months.

At this stage of promotion two or three general principles and an infinite attention to detail come into play. Perhaps these can best be brought out by a review of the development of one piece of copy.

Figure 1 shows the "semi-

reader" form in which the heading "Resinol makes eczema vanish" appeared, together with (Figure 2) the first display advertisement which was developed from it, the new arrangement enabling us to add the important word "itching" to the main heading, and to throw the word "Resinol" into much bolder relief.

This advertisement complies with my requirement that display copy must be illustrated, a requirement which is, again, not the result of guess or personal taste, but of the acid test of repeated results—in a display advertisement, the space occupied by a *suitable* cut vastly more than earns its keep. "Semi-readers" are a different proposition, not up for discussion in this article.

THE ILLUSTRATION HITCHED TO THE HEADING

The position of the cut is of prime importance. To meet our standards it must either precede or be connected with the heading. An arrangement like that shown in Figure 3 may be artistically correct, but the very reason for

Resinol Resinol



makes itching eczema vanish

There is immediate relief for those itching, burning and disfigured by eczema, eruptions, or similar tormenting skin diseases, in a warm bath with Resinol Soap, and a simple application of Resinol Ointment. The soothing, healing Resinol balms sink right into the skin, stopping instantly and soon clear away all trace of eruption, even in severe and stubborn cases where other treatments have had no effect.

Resinol Ointment and Resinol Soap are sold by all druggists. Avoid imitations.



makes itching eczema vanish

There is immediate relief for those itching, burning and disfigured by eczema, eruptions, or similar tormenting skin diseases, in a warm bath with Resinol Soap, and a simple application of Resinol Ointment. The soothing, healing Resinol balms sink right into the skin, stopping instantly and soon clear away all trace of eruption, even in severe and stubborn cases where other treatments have had no effect.

Resinol Ointment and Resinol Soap are sold by all druggists. Avoid imitations.

FIGS. 4 AND 5—A SLIGHT REVISION OF FIG. 4 ENABLED GOOD SAVING IN MONEY IN FIG. 5

using an illustration makes it defective. That is, a cut attracts the roving eye even more quickly than display type and, since the eye habitually drops in reading, a cut

at the bottom of an advertisement does more good to the fellow underneath than to the copy it is supposed to improve!

The cuts in these two advertisements are interesting through the use of heavy black shadows to give spirit and contrast to what is essentially our standard illustration of the goods, and which would be flat and uninteresting otherwise, the packages having been designed long before consumer-advertising for them was thought of.

Figure 2 is a type of one very simple layout—bordered by a one-point rule and a little white space—which seems to stand out in a dignified way even when unfavorably placed, and which has proved almost uniformly successful. This advertisement also illustrates a trick which often proves useful, but which I do not think is commonly used—that of breaking the cut across the border,

thus permitting it to be full measure, materially larger than if we had more formally continued the rule and white margin around it unbroken. Fig. 3 shows a similar device by which the heading is made much more prominent than if it had been set in a size to get within the border.

Both of these are in themselves the pettiest kind of details, but the more I work over small-space layouts, the more deeply I am convinced that far more suc-



Resinol

the skin treatment that acts instantly

YOU don't have to wonder if Resinol is doing you good, you know, because the first application stops the itching and your tortured skin feels cool and comfortable at last. Won't you try the easy Resinol way to heal eczema or other eruption?

FIG. 6—COPY THAT IS WEAKENED BY "VERBOSITY OF DRAWING"



Try this easy way to clear your skin with Resinol Soap

Bathe your face for several minutes with Resinol Soap and hot water, working the creamy lather into the skin gently with the fingers. Wash off with Resinol Soap and more hot water. Finish with a dash of cold water to close the pores.

Do this cure or twice a day, and you will be astonished to find how quickly the itching, stinging, Resinol soothes and soothes the pores, removes pimples and blackheads, and leaves the complexion clear, fresh and healthy.

Sold by all druggists. For sample face, write to Dept. 2, P. O. Box 100, Boston, Mass.



Try this easy way to heal your skin with Resinol

If you are suffering from eczema, ringworm or similar itching, red, scaly skin affection, bathe the sore places with Resinol Soap and hot water, then gently apply a little Resinol Ointment. You will be astonished how instantly the itching stops and healing begins. In most cases the sick skin quickly becomes clear and healthy again, at very little cost.

Resinol Ointment is so easily bathed without the need to separate the skin from the body, that it can be used on the face, neck, chest, arms, legs, etc.

Resinol Ointment and Resinol Soap also cure many other skin troubles, such as itching, stinging, etc. Write to Dept. 2, P. O. Box 100, Boston, Mass.

FIGS. 7 AND 8

cessful ones result from a combination of many such petty details than from strokes of genius.

Turning to Figures 4 and 5, we have a new form of the same advertisement worked up after that in Figure 2 had temporarily outlived its ability to produce satisfactory returns. These offer a fine field for enlargement on the text of attention to details.

Figure 4 shows the advertisement with the drawing and hand-lettering in the apparently satisfactory form in which they came from the artist. The first thought was that the text would best balance the cut if it were indented a pica on either side, and the advertisement was so set, measuring 73 lines in depth.

When the proof came back, certain defects became evident.

Comparison with the advertisement's earlier setting (Figure 2)

showed that the new hand-lettered subhead, though in much the same style, was neither so bold nor so legible as when it had been set in Cheltenham bold in even narrower measure. Type, therefore, must be substituted in the words "makes itching eczema vanish," and in the wider measure which Figure 4 permits will be even more prominent than in Figure 2. Since in no size of Cheltenham bold could the words be set in full measure without weakening by letter-spacing, the lines were

set in a large size, clean proof taken, and a zinc plate of the proper width made—a useful little dodge that may not have occurred to some of us.

SAVING COSTLY SPACE

The next possibility of improvement lay in the illustration. Would not the drawing be unimpaired if

though smaller type. Now that I have seen the finished advertisement in print, I am seized with remorse—still another \$25 might have been cut out between the word "Resinol" and the illustration.

Our idea of indenting the text also proved faulty, as the paragraph became too attenuated and the white space left tended to off-

set the effect of the white spaces around the cut. Re-setting this in full measure gave the more substantial appearance of Figure 5 and reduced the depth to a 9-point line.

Attention to these trifles had the pleasant result, therefore, of greatly improving the vigor and effectiveness of this piece of copy, and of bringing it down from 73 lines to 67—and, believe me, six lines, one time in 500 leading newspapers, is not a pica-yune proposition. But still I cannot help regretting that other bit of space we might have saved!

You Get Yours Now

If you have anything "coming to you" in the good clothes matter, now's your time to get it.

We're clearing stock for spring goods that are coming; the prices are marked down as an inducement to buy now.

All winter weight suits for Men or Boys—this season's new styles and patterns.

Your Choice
At a Fourth Off

M. V. MOORE & CO.

115 Fulton Ave.

Telephone 10

FIG. 9—WHICH AD ON THIS HYPOTHETICAL PAGE HAS THE GREATEST ATTENTION VALUE, POSITION AND AMOUNT OF SPACE OCCUPIED BEING CONSIDERED?

we cut out an agate line or two of the wrist? Experiment with the proof showed that this was true and \$75 was thus tucked away in the bank, the reproduction of the completed advertisement (Figure 5) showing the effect. At the same time we saved half another line by substituting for the hand-lettered "Resinol" the clearer

Before leaving Figure 5, let me use it to illustrate four other points. First, note how the Ben Day panel emphasizes the open black and white drawing. This panel was another fortunate afterthought, added as the drawing was going to the engraver. The advertisement must be seen

(Continued on page 121)

Power for the Farm

The farmer now chooses between feeding high-priced grain to maintain horse power,—and using tractors and gasoline engines.

In 1912, 25% of the value of all farm products was used to keep up "horse power."

With present high prices, will the farmer continue this expensive luxury? No, he will sell his horses and mules to Europe,—and plow, sow and reap with engines.

That is,—the knowing ones will,—and to reach the knowing kind, use

"The Two Leading Farm Power Magazines"

The American Thresherman and Farm Power

Published Monthly on the First

Gas Review

For the Gas and Oil Engine User

Published Monthly on the Fifteenth

Clarke Publishing Co. Madison, Wis.

NEW YORK

Paul W. Minnick
Marbridge Bldg.

INDIANAPOLIS

J. B. Parker
2032 Central Ave.

CHICAGO

J. C. Rogers
Hearst Bldg.

Build 1915 Business Through

The Mining World

reaches the Manager, Superintendent and Engineer at nearly every important Mine, Mill and Smelter in the World.

By using it you advertise to the men who have the buying power and specify all the material bought.

MINING WORLD CO.

1419-22 Monadnock Block CHICAGO

The Hotel World

The only national hotel weekly.

Established in 1875.

Send for subscription and market analysis.

Monon Building CHICAGO

Brick and Clay Record

The Clay Products Manufacturers of the United States and Canada spend the enormous sum of \$50,000,000 annually for machinery and supplies.

How much of it are you getting?

CHICAGO

The Inland Printer

covers the printing field and allied interests of the world each month with the largest paid-in-advance circulation, reaches the Employer, Buyer, Superintendent and Foreman.

CHICAGO

NEW YORK

While reviewing the year's advertising progress, consider what has been done through the trade and technical press.

The B. V. D. Company used business papers to prevent patent infringing; The Coca-Cola Company to check substitution; The National Tube Company to correct trade habits; The Cooper Underwear Company to protect licenses; The Oakville Company to insure a jobber outlet for its pins; The Inland Steel Company to help salesmen sell a slow-moving line.

Ice and Refrigeration

The Pioneer Journal

In Close Touch with the Ice Making and Refrigerating Industries

433 So. Dearborn St.

CHICAGO

The National Builder

MEMBER A. B. C.

The Business Magazine for CONTRACTORS AND BUILDERS

The ultimate buyers and users of Building Materials and equipment of all kinds.

Buyers of machinery, equipment and tools necessary in their construction work.

Advertisers will find it to their advantage to investigate the possibilities in this particular field.

537 Dearborn St., Chicago

Members of the Chicago Trade

Through Business Publications

Thomas C. Plant Company found a way through the business press to teach dealers to "trade-up"; Graton & Knight use them to get their brand specified at the source of the requisition; The Armstrong Cork Company to show dealers how to sell more linoleum; The Worth Boiler Works to bring its plant to its customers.

These are just a few uses taken at random. They show plainly that you, too, can use business publications in some way during 1915.

In the Prosperous Middle West States

a very large proportion of the leading Dry Goods, Department and General Store buyers are regular readers of the

Dry Goods Reporter

CHICAGO, ILL.

Because of the national circulation and recognized supremacy in its field you can reach the lumber trade most effectively through the

American Lumberman

431 So. Dearborn St.,
CHICAGO

Ask for sample and illustrated list of machinery and equipment used in saw mill industries.

MOTOR AGE

The Motoring Authority of America

MEMBER A. B. C.

(Circulation audited and verified Dec. 8, 1914)

Published by The Class Journal Company for motoring enthusiasts and high-class well-posted car owners everywhere.

Karpen Building

Chicago

The Cement Era

Monthly Paper.

Covers Cement and Concrete Field.

Live, Interesting, Practical.

Write for sample copy.

538 S. Clark St.

CHICAGO

Electrical Review and Western Electrician

For the man devoted to selling electrical energy and current consuming devices; for the man devoted to the installation of electrical equipment. Read by the Real Buyers.

608 So. Dearborn St., Chicago



is the only publication in existence read by the buyers of material and equipment to construct and maintain big buildings.

Write for booklet of analysis.

PATTERSON PUBLISHING CO.
CHICAGO NEW YORK

Trade Press Association

A NEW FIELD A NEW OPPORTUNITY

A weekly publication has been founded along new lines — entirely different in spirit, scope and purpose from any magazine or newspaper now or ever before published.

The Financial, Editorial, Advertising and Circulation plans are exceptionally sound, attractive and unique. The most able and brilliant men available will compose its staff.

Ex-President Taft, Dr. Charles Eliot, Harry Pratt Judson, and a number of other authorities have enthusiastically approved the plan of our weekly which will be known as the

American National Herald

It is not the purpose of this advertisement to set forth in detail the plan and purpose of the American National Herald. Suffice to say that it is *THE GREATEST ENTERPRISE EVER ATTEMPTED IN THE PUBLISHING FIELD*, and without serious question will shortly be the publication of America, wielding a powerful influence among its millions of readers.

THERE ARE SEVERAL IMPORTANT EXECUTIVE POSITIONS OPEN

and which are to be filled by men of ability—"forward-looking" men who are "bullish" on the U. S. A.

The advertiser invites inquiries from men who would consider joining forces with us. Men who are no doubt now serving in highly important executive capacities, and who are in a position to invest (or command an investment) of about \$25,000.

To men of position a connection with the American National Herald is an opportunity which probably will never be offered again in the publishing world. The American National Herald will fill a real and lasting need, and while most magazines are struggling for an existence it will be paying dividends.

The time is ripe for action. All inquiries will be treated strictly confidential and letters returned if requested.

Address: A. N. H., Box 238, c/o PRINTERS' INK.

in actual use fully to appreciate the value of this contrast.

Second, the drawing as it stands is closely connected with the headlines, making, with them, a really complete little poster to which the text merely adds the details. I have as small patience with the cut which is purely decorative as I have with an uninformative heading.

Third, how much more strongly an illustration like this stands out from the crowded newspaper page than one of substantially the same size (Figure 6) where the whole man, a stool, a basin and a few other accessories were used to tell the story! There is no more room in a small advertisement for verbosity of drawing, if I may use the phrase, than of diction.

Four, even the exact face of type for the text is not too trifling for consideration. The lighter face used in Figure 5 was adopted because it would not result, through thickening up in stereotyping, in an overblack final impression, as would the face shown in Figure 2. Just what type to choose to attain this end was the result of long investigation and hours of consultation.

Figures 7 and 8 show primarily how an advertisement which proved a pronounced success on the toilet side of our campaign was revamped to do equally good duty on the remedial side. A glance tells how the drawing was adapted to its second use and how the successful heading was modified to the same end.

The same pair of advertisements also offer an excellent example of space-saving methods.

In preparing the second advertisement more than two agate lines were saved by dropping the girl's elbow deeper into the heading. This in no way injured the layout—a saving at such a cost would be too expensive. On the other hand, it actually makes it more closely knit. The change in the dressing of the girl's hair brings the total saving up to a full five lines, while in the revision the lettering was redesigned for increased legibility and the new body type substituted—it is

easy here to note the improvement which this brings about.

Every new advertisement presents new problems or new phases of old ones, and it is only by ceaseless watchfulness that we have been able to make economies and improvements such as those outlined. They would be impossible were each layout not a growth rather than a new creation, and if every detail of it were not made the object of closest scrutiny and repeated experiment.

How well do layouts prepared in accordance with these principles and this attention to petty details stand competition?

Figure 9 is a reproduction of an "hypothetical" newspaper page, in which several pieces of Resinol copy are brought into competition with other advertisements and with themselves, some of them in poor positions that would rarely if ever be accorded in the run of business. Tiny as this reproduction is, it may enable you to answer the question for yourself.

Senator Underwood and Editor Lorimer to Address Sphinx

The Sphinx Club affair at the Waldorf, on Tuesday, January 12, was a "Made in U. S. A." dinner. The speakers were John H. Fahey, president of the United States Chamber of Commerce, whose address is printed in greater part elsewhere in this issue; Isaac Marcossou, the writer; R. A. Holmes, sales and advertising manager of Crofut & Knapp Company, and Joseph Hartigan, Commissioner of Weights and Measures of New York City.

It was generally agreed that if the "Made in U. S. A." movement were to make any considerable headway it would be well to look sharply after the quality of the goods bearing the design.

The February dinner will be Ladies' Night. President H. C. Brown, of the Sphinx Club, announced that for the March dinner the speakers would be Senator Oscar Underwood, of Alabama, and George Horace Lorimer, of the *Saturday Evening Post*.

Dunlap-Ward Secures Kewanee Private Utilities Account

The advertising account of the Kewanee Private Utilities Company, formerly Kewanee Water Supply Company, Kewanee, Ill., is now handled by the Dunlap-Ward Advertising Company, of Chicago.

Some Bad Copy Habits That Time Has Cured

A Comparison of the Copy of 1906 With That of To-Day Shows Some Decided Changes for the Better

By the Schoolmaster

DID you ever run across a photograph of one of your friends clothed in the garb of a by-gone fashion, and posed according to the standards of the professional photographer of the '80's? Well, if you will run through the advertising pages of any general publication of ten years back, you

American Radiator Company, and Gold Medal Flour, had already become settled in their habits, and present the same familiar features which are so well known to-day. But they are decidedly in the minority. Most of our friends are not only strangely dressed, but we find them saying things which

would never be permitted according to their present standards. In other words, a comparison between the copy of ten years ago and the copy of to-day brings to light some rather striking differences, and indicates some bad habits which the advertising world is in the process of getting bravely over.

The Schoolmaster has been released from classroom duties long enough to camp on the trail of some of those bad habits which flourished ten years ago, and to show, if he can, how advertising copy is steadily growing better as they are eliminated. He has been suitably warned that, inasmuch as he is not in his classroom, the audience is under no compulsion to listen to him, and can go home when it pleases. Therefore he has tried to re-

Not Merely Pure

SOME soap makers claim Purity as the greatest thing ever.

And they even give the percentage of Purity their soaps contain, as though Purity alone is all that soap requires to make it proper as a cleansing agent for the skin.

Now, soaps are made from animal fats and vegetable oils, balanced or neutralized by an alkali—usually soda.

A soap maker can make his soaps from pure refuse fats and pure soda, and claim, with absolute truth, that his soap is 100 per cent Pure.

But if that soap is not colored artificially, nor perfumed, it will be yellowish in color and smell like axle grease, or worse.

That, good people, is the way many so-called "pure soaps" are made.

And that, in very truth, is no sort of thing to put on that vital organ of yours, your skin, with its 28 miles of minutely fine glands to keep clean from the tiny flakes of dead matter, grease, etc., which constantly collect and which tend to impede its function. In absolute health at least two pounds of waste should be removed from your body every day—in the form of vapory moisture.

Soap made from such cheap material stops up the gland mouths (pores), or irritates them and sets up a disorder that will surely make itself felt throughout the entire body.

You should take care of your skin by using soaps in which the materials are not

merely pure, but which are absolutely the highest grade and the most expensive that money can buy, and which are made from Fats such as you buy from your butcher to eat and pure coconut oil such as Milady uses for her delicate complexion—all properly balanced so that there is absolutely no excess alkali to injure the most delicate skin.

Certain of these kinds of soaps retail at from 25 to 50 cents a cake—because of the needlessly expensive perfumes they contain. One of them retails at only 5 cents a cake.

That's
Fairy Soap
They call it
now and
see for
yourself.



THE H. H.
FARMER
CHICAGO
Fairy Soap was
introduced before
the World's Fair
at St. Louis
1904.

"Have You a Little Fairy in Your Home?"

AN OUTGROWN TYPE OF PURELY COMPETITIVE COPY THAT APPEARED NINE YEARS AGO

will be treated to a very similar sensation. You will find a great many old friends represented there, but you will have to look twice in order to recognize some of them. A few, like the two soaps, Ivory and Pears', the

frain from moralizing as much as his temperament will allow, and has thrown in a number of things—which are merely interesting—something a well-regulated schoolmaster always avoids whenever possible.

The Countryside Magazine

For 10 Years Suburban Life

Has the change in name
and the broader editorial
policy been a good thing?

ANSWER—

I. In the month of December,
1914, we entered double the
number of paid subscriptions
of a year ago.

II. On December 31st, 1914,
we transferred to our 1915 books
advertising contracts aggrega-
ting 1,000 lines MORE than on
the same date a year ago.

THE SUBURBAN PRESS, Publishers

FRANK A. ARNOLD, President

334 FOURTH AVENUE, NEW YORK

E. F. CLYMER
Adv. Manager
New York

H. DWIGHT CUSHING
N. E. Manager
Boston

COLE & FREER
Western Managers
Chicago

As a matter of fact, "ten years ago" is not strictly accurate, for the period selected for purposes of comparison includes the years 1906 and 1907, and the copy reproduced and discussed in this article was printed in standard magazines during those years. Some of that copy would probably pass muster

tions. A boy at that stage is entirely self-sufficient, and as he swaggers down the street he doesn't feel disposed to conciliate anybody, or to depart in the least from his chosen path to suit anyone's convenience. Advertising was passing through that condition eight years ago, or to put it more exactly, some advertisers were. Perhaps it is most clearly shown in the attitude towards the dealer which is evidenced in most of the national copy of that day. Sometimes it is clearly stated, sometimes only suggested; sometimes it is positively antagonistic, and again it is only supercilious; but with a very few conspicuous exceptions one gets from the advertising pages the impression that the average retail dealer is a fellow whose designs are nefarious, and who can be opposed or ignored with impunity.

THE GENTLE ART OF BAITING THE DEALER

Not that there is anything in the least discreditable to be alleged from such a policy. Advertisers had to try their experiments in order to find out what would

work and what would not. The campaign against substitution, for example, looked fine on paper, and it had to be tried out before it was discovered that more could be done to discourage substitution by other methods. So there is nothing discreditable to the Glidden Varnish Company in the following paragraph from a Jap-a-Lac ad:



Old "Dr. Goose" is a Great Friend of the Tailor

THE Flatiron is the "dope" of the clothing business. With the hot pressing iron a sharp section of cloth can be **SHRUNKEN** in a minute, to any desired degree. On a tight section may be stretched to any given degree in the same manner, at trifling cost as compared to the shrewd head-and-neck-work required to produce a similar result in a *permanent* manner.

Now practically 99 per cent. of all clothes are *folded* into shape in the making, by Old Dr. Goose, the hot Flatiron.

And, any Garment that owes its shape to the Flatiron will need the constant use of that same Flatiron to keep it in shape.

That's a big thing to remember, Reader.

If you're telling you about this vital point of Shrink-resistance, and Resilience in Shrink-resistance, because we are makers of the "Sincerity-Clothes."

And every "Sincerity" Garment is faithfully stamped to a finish by the media instead of by the lousy Flatiron.

Every defect in workmanship of Sincerity Clothes is investigated and, when found, is permanently corrected by Sincere head-and-neck-work, instead of by the snick, snay, and tickle Flatiron.

That's practical Shrink-resistance—not if!

And a Coat so made, inspected, and so revised (if necessary) will hang well, look better, shew better without excessive padding and keep its shape with one-third the "Pressing" that a Coat folded into shape by the Flatiron would need.

To men who would dress well on a moderate outlay this fact is highly important.

Now, if Shrink-resistance, and Resilience are worth anything to you, Mr. Reader, look for the label of the "Sincerity-Clothes" on your next Coat or Overcoat.

That label reads, as follows:

"SINCERITY CLOTHES"
MADE AND GUARANTEED BY
KUH, NATHAN AND FISCHER CO.
CHICAGO

AN EXPERIMENT WHICH REACTED UNFAVORABLY ON THE
WHOLE INDUSTRY

to-day, with certain eliminations; while other pieces would be turned down so suddenly that no blue-pencil point would stand the strain; but the important consideration is not the copy itself so much as what it indicates of the progress of advertising since it was printed.

It is no particular discredit to anybody to state that, during the period we are considering, advertising was like an overgrown boy in his teens—just becoming conscious of his strength, but without any ideas concerning his limita-

one of his clerks should assume you are not capable of spending *your own* money for the article you ask for, by telling you that you really *don't want it*; but want something else? Trade with the dealer who gives you what you ask for—that's Jap-a-Lac."

Naturally such a paragraph would instantly get the double cross to-day, as would the following from a Dioxogen ad of 1907: "When you want the genuine, the original, purest peroxide of hydrogen, do not merely ask for 'peroxide,' ask for DIOXOGEN. See that you get the sealed package. To some dealers it may be necessary to say more than 'please,' but insist and you will get DIOXOGEN." Then there was the Darby Candy Company, of Baltimore, which advertised Whipped Cream Chocolates in a series of full pages. "I can't make Whipped Creams better," says the copy, "and I can't make 'em cost more, because I can't possibly use anything better in their making. I am getting as much profit as I

am entitled to, when the retailer asks you half a dollar a pound. And anyone who asks more for candy is taking advantage of you."

Other instances are plentiful, such as the ad of the Trenton Oil Cloth and Linoleum Company, which asserts: "This all-important question of linoleum quality can be settled in the beginning, once and for all, by insisting on your dealer showing you Cook's Linoleum and no other"; and campaigns which antagonize whole groups of dealers, such as that of the Dana Manufacturing Company, of Cincinnati, which attempted to sell ice cream freezers by describing the dangers which lurk in "bought" ice cream. "The *only* way to be sure that ice cream is fit for the home table is to *make* it at home," and so on. Very rarely is that sort of copy met with nowadays, however, and its passing marks the passing of bad habit number one; baiting the dealer.

It's a thankless job, this raking up of past advertising sins, and maybe I shall be accused of writ-

A TIP

There is a decided advantage in making all the Germans of New York your friends—your best customers.

Use the columns of their favorite newspaper.

Our circulation record is proof that no one newspaper of New York enjoys the implicit confidence of its readers, as does the

New-Yorker Staats-Beitung

"The National German Daily"

Largest German Circulation in America

HERMAN RIDDER, Publisher

ing a "negative" article. But there is a constructive side to the story, in that the sins are mostly representative of the forgotten past—things the advertising fraternity has tried and found wanting. Any advertiser to-day who feels tempted to roast the dealer in his copy, or to knock his competitors can

is to-day the great exception. It was no exception eight years ago, however.

Strange as it may seem, the makers of men's clothing seem to have been giving the competitive theme its severest test. Hart Schaffner & Marx were running a campaign which paid no attention

to the existence of competition, and the general temper of its copy has not been changed to this day. Other manufacturers in the field, however, have made great changes. Kuh, Nathan & Fischer Company, for example, was running a series of ads featuring "Old Dr. Goose," the hot flat-iron. The burden of the argument lay in the claim that "80 per cent of all clothes are faked into shape by Dr. Goose." Chas. Kaufman & Bros. "came back" with a series written by an hypothetical purchaser, represented by a rather ugly pen and ink caricature.

"I've sampled all the 'say so' and 'printers' ink talk' I care for," says this fictitious personage.

"I've heard all the stories of 'exclusive patterns'—and 'costly hand work.'"

"I've read the ad-

vertisements.

"And I've worn the clothes.

"I've made a caricature of myself in 'fancy priced duds' and I've bought cheap stuff that made me look like the low comedian in a 10-cent show.

"So now I say—'Guaranteed Clothes for me!'"

Of course, any advertising man nowadays can tell why that sort of copy doesn't pay, but it wasn't so simple in the day when those ads were written. A certain amount of gratitude is due to the advertisers who had the courage

Heat the old home

If your house is old and cold but home to you, there's no need to leave the loved abode. You can easily make home home—make it more cozy than many modern houses—by putting in the comfort-yielding



AMERICAN & IDEAL RADIATORS & BOILERS

Our book (free) explains why these steam and water heating outfits are more easily placed in OLD buildings than into new—whether on farm, in town or city. IDEAL Boilers and AMERICAN Radiators are put in without noise, dirt, inconvenience—without disturbing house or occupants—without removing old fashioned heating methods until ready to start fire in the new.

No repairs—no rusting out—will outwear the building. Less caretaking than a parlor stove. Coal savings pay for the outfit. Absence of ashes and dust greatly reduce housework.

Every room, hallway, nook, corner, floor, made uniformly cozy, home-life for all—"old folks" to great grand-children. Enjoy your home ALL over this Winter—don't delay—write now!

Sales Branches and Warehouses in all parts United States and Europe.

AMERICAN RADIATOR COMPANY

Dept. 24.

CHICAGO.

A TYPE OF COPY WHICH "WEARS WELL." THIS AD IS EIGHT YEARS OLD, AND MIGHT BE RUN TO-DAY

reflect that those particular diversions have gone out of fashion for the best of reasons; namely, because it pays better to refrain from them.

Of course, there is a certain joy in "wading into" competitors, and writing a particularly strong piece of copy which will make them "sit up and take notice." Possibly this is the strongest temptation the advertiser is subjected to, hence it is vastly to his credit that he has so far conquered the habit that a "knocking" advertisement in a national medium

300% Greater Buying Power

Uncle Sam figures—

the earning power of the American farmer by his income per acre

The advertiser figures—

the buying power by the income

The last Census Report of the United States Government shows:

- (1) That horticultural farmers farm land worth more than three times as much per acre as the average value of all other farm lands
- (2) That their income per acre is more than three times as great
- (3) That 90% of them own the farms they operate

On this basis—and it is a safe one—when you reach 150,000 subscribers to Fruit Grower & Farmer, it is a circulation worth more to you than 450,000 ordinary farm circulation.

Fruit Grower & Farmer space is worth more per line per thousand of circulation, yet we sell it at a lower rate than is charged by general farm papers—less than a half cent per line per thousand.

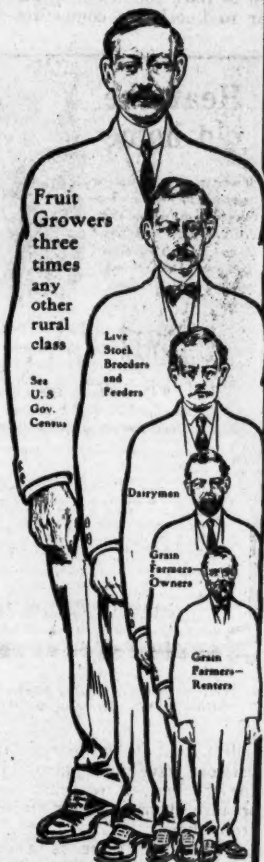
Circulation Guaranteed

125,000 COPIES

Twice-a-Month

Over 150,000 Copies January 1st

Member Audit Bureau of Circulations



Fruit-Grower and Farmer

St. Joseph, Missouri

to try the thing out and discover that something else is really better.

Don't get the idea, though, that the clothing people were the only ones who tried it out. There were plenty more who succumbed to the temptation in detached pieces of copy. Thus we find Fairy Soap

self to look at them, and taste them.

"Then he opens up a tin of SNIDER Pork and Beans beside them, and asks the Grocer to compare and taste *these* also.

"This selling method almost never fails.

"Because the Beans in every tin of SNIDER'S are found whole, white, and dainty to the eye, as shown in the lower photograph herewith. "Other Beans are often (and many kinds are always) found (as in two upper tins) split, squashed, soupy, discolored, and of 'beany' instead of 'fine' flavor."

Similarly we find the Columbia Phonograph Company advising the public to "Get rid of that 'just a good' imitation sold you on the strength of attractively presented advertising, and own a Graphophone backed by a written guarantee"; the Shredded Wheat Company discussing adulterated and misbranded foods, and declaring that "the 'Tin Can Age' demands a Tin Can Stomach," the—but what's the use of going any further? Some of the best

"Take That Meat Away"
We will have no more meat or heavy, hard-to-digest foods on our breakfast table this Summer. We never felt so well in our lives as we did last Summer, when we made EGG-O-SEE the foundation of every meal.

If you do not use EGG-O-SEE for EVERY meal, you should at least make it the LAW OF YOUR BREAKFAST TABLE, and insure Summer Health and vigorous happiness for your entire household.

EGG-O-SEE is Nature's own food—the whole wheat in its most tempting, delicious and sustaining form.

More EGG-O-SEE is eaten each day than all other similar foods combined. This is the strongest endorsement ever accorded any food by the American people.

Costs no more than the ordinary kind—large package 30c.

FREE—our "back to nature" book—tells how to get well and keep well by natural means. Sent free on application—write today.

EGG-O-SEE CEREAL COMPANY, Chicago

A CAMPAIGN THAT FELL BY THE WAYSIDE. THIS COPY SHOWS LACK OF PERSPECTIVE

going after a competitor in the copy reproduced on page 122 and the T. A. Snider Preserve Company presenting an illustration of three cans of beans, two of which are most unappetizing. The third can is, of course, Snider's. Part of the copy reads:

"When a Snider salesman goes to a Grocer to sell him Snider Beans, he doesn't *talk*, he just *acts*.

"He buys a tin each of the best kind of Pork and Beans that Grocer sells, opens them up on the counter, and asks the Grocer him-

brains in the advertising business have tested out the policy of attacking competition in general publicity, as the examples show, and the advertising pages of almost any current publication will prove that it is no longer regarded as a proper basis for a campaign. Exceptional circumstances may make it necessary once in a great while, but only as an emergency measure.

The third bad habit which is disclosed by a comparison of the ads of yesterday with those of the present is the habit of miscalcu-

lating the importance of the goods in the public eye. It is almost wholly a fault of perspective, and is best illustrated by the Egg-O-See ad reproduced. The product is by far the most important thing in the world to the advertiser, and the copy presents it from *his* viewpoint rather than that of the consumer. It attempts to give tremendous weight to a subject of quite trivial interest. Consequently its appeal is limited to those readers who happen to think as the advertiser does, and those readers are in a very small minority. The spectacle of papa majestically waving away the pork chops and proposing to limit to breakfast food the diet of the whole family, would doubtless meet with the hearty approval of certain food faddists. But the normal, healthy individual, who eats what he likes because he likes it, simply ejaculates "Shucks." Copy of this sort only serves to limit the appeal automatically.

There was plenty of such copy in the old days, and once in a while we see it now. But it is passing, as advertising men arrive at a better understanding of the workings of the public mind. In the days when "reason why" copy had its advocates who declared it to be the panacea for all advertising ills, we used to see many examples of this faulty perspective. For example, in an ad for Red Cross Shoes, we read:

"Aching Feet cause *Nervousness and Headaches*."

"You would understand *why* if you could see the inside of your shoe with your foot in it."

"At every step your foot *bends*—the sole of your shoe bends scarcely at all."

"This continual rubbing makes your feet burn—throb—*ache*; and—it strains your whole nervous system, for the little nerve-cells in your feet form nerve trunks that extend all the way up—the lower limbs to the *brain*. Your



The Youth's Companion
reaches families at that stage when their needs
are greatest, and they are the largest buyers.

THE YOUTH'S COMPANION

New York Office
910 Flatiron Building

Boston, Mass.

Chicago Office
122 So. Michigan Blvd.

You know, if you've looked

into farming conditions at all, that the *live stock farmer* is the real, substantial, generous buyer.

He pays his dollar a year for the semi-monthly,

THE SWINE WORLD

because this paper fills a vital need in his business—because it renders him *real service*.

With 90 per. cent of the circulation in the Corn Belt states, your advertising message will be read by *farm owners* who are recognized as the most desirable customers, and *who have the money to buy*.

Issued first and fifteenth of each month. Forms close 10th and 25th. High-class typography and presswork.

25 cents per line flat. Combination made with the *Berkshire World*, our other publication.

Ask for sample copy.

The Frost Publishing Co.
537 South Dearborn Street
CHICAGO

head throbs! Trifles irritate you! You feel 'tired out' without knowing the cause! It all comes from the feet."

For many months, during 1906 and 1907, no less a concern than Armour & Co. was using full pages and multiple pages in the magazines on behalf of Pond's Extract Soap. Most of the ads were signed by Grace Truman Hoyt, a "skin specialist," and the copy was the quintessence of reason why. Booklets on the care of the skin were offered, and a vigorous attempt was made to stir up a wide interest in the subject. But the copy, like the breakfast food ad and the shoe ad, was out of perspective. The vast bulk of humanity regards its breakfast food and its soap as quite unimportant details in the daily routine, and is satisfied with its shoes if they look well and fit decently. In either case, it refuses to get excited.

WHY SOME COPY HAS NOT CHANGED

But more and more all the time, advertising men are getting their copy into its true perspective, which means, simply, that it is being written more and more from the view-point of the buying majority. It is rather curious to go through the magazine files of past years, and note the advertisers whose general style of copy has not changed. I mentioned a few in the beginning of this article—Pears' Soap, Ivory Soap, American Radiator Company, Washburn-Crosby. There are yet others, notably Gage Hats and Swift's Hams and Bacon. It is interesting to note, among other things, that none of this copy which has "lasted" for years, attempts to ascribe any fictitious importance to the products advertised. It tacitly admits that the axis of the universe does not revolve around a slice of ham, or a cake of soap; it does not imply that the world has been waiting with bated breath for this particular hat, or that special sack of flour. It sizes up with accuracy the degree of interest with which the public is accustomed to regard the product, and keeps within bounds.

I would not suggest, however, that all advertisers who have changed the style of their copy were out of perspective before the change was made. That would be entirely in error, for many changes have been made for other reasons. Pompeian Massage Cream, for example, was advertised practically exclusively to men eight years ago, and the appeal was: "Ask the barber for a Pompeian massage." The company saw the chance to broaden its market, which is largely responsible for the change in the copy style. Similarly, eight years ago, the Gillette Razor was advertised by "reason why," showing the saving which could be made by shaving oneself instead of patronizing the barber. Since that day the spread of the "safety razor habit" has made such copy unnecessary. Many concerns have changed their copy to keep in accord with changing market conditions, and have kept it in perspective all the time.

This article has already run into space, and even a schoolmaster must sometimes show his audience a little mercy. The conclusion of the whole matter is this: that advertising copy is much better than it was eight years ago, and is growing better every day. Eight years hence, some advertising man may look back to the copy of to-day, and comment upon some of *our* bad habits. So much the better if he does, for it will show that we have gotten over them.

Advertising Being Placed by Freeman Agency

The following copy is being placed at present by the Freeman Advertising Agency, Richmond, Va.: Advertising for W. H. Mixon Seed Company in dailies and Southern farm papers; Nitragene Company in the South and East, and G. W. Koerner, State Agricultural Commissioner of Virginia, in Western dailies and farm papers.

New Food Product Advertised

The advertising of a new product is now appearing in Boston, under the name of The Three Miller's Marshmallow, which is a confection for coating cakes or making tasty desserts.

Circulation!

This word has taken a new meaning in the

Pacific Northwest

During 1915 the circulation of the posting plants in this rich territory will jump from local to NATIONAL scope.

Millions of tourists with unlimited purchasing power will travel through this section bound for the Expositions in California and the Shriners' and other Conventions in Seattle. Your poster should greet them at every point.

Many National advertisers have already taken advantage of this economical method by placing a liberal part of their appropriation in this territory—you should take steps to cover the circulation of this NATIONAL highway NOW.

Foster & Kleiser

Seattle
Tacoma

Portland
Bellingham

Advertising That Appeals to Senses the Coming Type

Present Conditions Dissected and Signs of More Successful Modes Indicated

By Charles W. Mears

Adv. Mgr., The Winton Company, Cleveland, O.

THE instability of advertisers is pronounced. Few of them stay put. Advertising managers are constantly resigning or being fired, advertising accounts are shifting from agency to agency with a regularity and frequency that is notable, advertising mediums are forever being shuffled like a pack of cards at a poker party, advertising agencies are popping up like dandelions in spring—indeed, about the only thing that actually stays put in the advertising world is **PRINTERS' INK**, and for that there is a very good reason—a reason with which its readers are fully familiar. No need to talk about that.

But why is it that the advertiser who pays the bills, the advertising manager who represents the man who pays the bills, the advertising agency that handles the advertiser's account, and the mediums that carry the advertiser's copy are forever shifting, switching, shuffling and dodging?

My own notion of an answer to that question is that not more than two per cent of American advertisers, advertising managers, advertising agents and publishers of periodicals that solicit and carry advertising have more than a casual acquaintance with the fundamental principles of advertising requisites.

We have sought far and wide to learn everything new about advertising that could be learned, and we have turned our backs on palpable facts that are not new. We have acquired extensive knowledge, but not intensive knowledge. We know all about the fringes and furbelows and foibles of advertising, and we let ourselves remain ignorant of foundation principles.

Rules, practices and fashions change with great rapidity, and

we hasten to keep up with them. General principles practically never change: they are always with us, always at hand, and we pay little or no attention to them.

Find an advertiser, an advertising manager and an advertising agent who agree on general principles, and you will find a combination that stays put. They know where they are going, and they go there together.

ADVERTISERS LOOK FOR A MIRACLE-MAN

But when an advertiser does not comprehend general principles, he spends most of his time looking for new advertising managers, and he is always susceptible to the smooth talk of the first new-coming advertising agent that solicits his account. It is one of the easiest things in the world for an advertising agent to unsettle the relations between the average advertiser and the average advertising agency with which temporarily he is doing business. Through ignorance of general principles, the average advertiser does not know what advertising can do for him and what it cannot do for him. He is hoping for miracles, and the promiser of miracles is always the man he is looking for. Time after time he has done business with these miracle promisers, and just as often he has canceled with one of them to take on another. And for that reason, if you are good at promising miracles, there is no reason in the world why you cannot go into the advertising agency business or the advertising manager business and keep busy for years—although, to be sure, you may not be able to keep busy very long in any one connection. But there are accounts enough to go round.

And still we are told by thor-

What Good Is Distribution If—

What's the use of getting the goods in if you can't get them out?

Distribution is essential and we consider it a highly important part of our service to help secure it, but

—some campaigns which are successful in selling the dealer are woefully lacking in selling the consumer.

An outline of what we are accomplishing for a number of our clients should prove mighty interesting to any manufacturer who feels he's not getting enough consumer action for his money.

A request on your letterhead will bring figures as to these results and the reason for our being able to produce them. You'll find both worthy of consideration.

Ruthrauff & Ryan
Advertising

450 Fourth Avenue, New York

oughly honest men that advertising is a science!

To be altogether frank, it is my observation covering an advertising experience of twenty years that there is to-day floating around under the name of advertising a greater volume of bunk than ten bona fide branches of science could stomach.

And this condition will exist until advertisers—the men who

been fairly well charted, and ships now go in relative safety from port to port. But at one time the sea was regarded as a wild, untamable monster. Even the human mind has been fairly well charted: we have some knowledge of what a person is likely to do under a given set of circumstances. Yet not so many centuries ago, psychology had no better standing than astrology has to-day. Advertising is

regarded by many men as a mysterious thing that "bloweth where it listeth," but you may be very sure that it approaches a solution. Else it will become a discontinued practice, for business men cannot be counted upon always to risk their money on mere chance.

SEEKING FOR THE LIGHT

Every advertiser knows that certain pieces of copy have produced for him better results than other pieces of copy. Every advertiser knows that certain advertising agencies have produced better results for him than were produced by other agencies. And that better results were produced by certain mediums than by other mediums. Do you not suppose that the advertiser is asking a very large

"Why?" And do you not suppose that he will go on asking "Why?" until he gets the answer?

Every honest man in the advertising industry knows that the most exasperating thing in connection with this industry is its uncertainty. And he realizes that this uncertainty must, to a large degree, if not totally, be removed.

Great differences of opinion exist as to the proper method to ad-

May each o' yo' gifts fill an empty place in somebody's heart. An' may yo' Christmas dreams be the sweeter for the happiness o' the little kiddies that Santa Claus almost forgot.

Velvet Joe



AND may your old pipe be the sweeter for being filled with mellow VELVET.

If you are one of Velvet Joe's friends, remember that his simple, kindly geniality is remarkably akin to the genuine tobacco comfort found in every pipeful of VELVET, The Smoothest Smoking Tobacco. For there's a true friendliness in Kentucky's *Burley de Luxe* tobacco, when that aged-in-the-wood mellowness has changed it into VELVET.

At The
S. H. M. Co. Inc.
The Great Merchant with Valuable Christmas Certificate Attached

Logan & Myers Tobacco Co.

TYPE OF COPY THAT MR. MEARS HAS SELECTED AS MAKING A STRONG PHYSICAL APPEAL

pay the bills—insist upon hearing from the practitioners of advertising something far more real, tangible and fundamental than is being told to-day.

Of necessity that time is coming. The day approaches when advertisers will buy advertising service with some definite knowledge of what benefit advertising service can render.

The broad expanse of ocean has

vertise, say an article of wide consumption, like tobacco, because the men to whom the advertising is addressed vary enormously mentally—that is to say in their thinking. Admit the complexity of the human mind and you make successful general national advertising almost an impossibility. Yet it is not impossible to score success in a general national advertising campaign. But success cannot be scored by appealing to those qualities which differ greatly in different men.

Man is mental, physical and spiritual. The spiritual variation is nearly but not equally as wide and pronounced as the mental.

Only the physical side remains to be chosen, and we find that men vary least physically. All of them eat, sleep, breathe, walk. All of them have flesh and blood, eyes and ears, muscles and nerves. And all of them have the senses. Men have the senses even when they have no mentality and no spirituality to mention. There-

fore the general national advertising campaign, to be a success, must appeal to man physically.

Whether the Velvet Joe tobacco campaign was planned with this great fundamental principle in mind, I do not know; but this campaign makes a strong physical appeal and it is one of the tremendously successful campaigns of recent years. In fact it is the one big money campaign now running that best illustrates my point.

In these closing paragraphs I have sketched the most important phase of advertising necessity. It is deserving of volumes of proof and exposition. A vast area of preliminary ground needs to be turned up and explored. And this I say not in apology for the idea, but rather to awaken an interest in a fundamental that has always been with us, but has been sadly neglected. It is the one fundamental that, when understood, will remove the expensive uncertainty about which advertisers have reason to complain.

YOU are advertising goods "Made in U. S. A." We have taken, and suggest that you take, the next step by adopting the slogan

Buy U. S. Advertised Goods

We're putting it on all our stationery—let's all of us do it. Have a zinc reproduction made of the design above and print it on your letter-heads and envelopes—in copy and on your literature if you will.

If you'd rather use an electro than reproduce the cut, we will gladly furnish same at what it cost us—25 cents—we assure you we offer this for your convenience, not for our profit.

D'ARCY ADVERTISING COMPANY

International Life Building

St. Louis, U. S. A.

Member of Audit Bureau of Circulations



A Larger Market Will Follow Better Organization and Better Industrial Education

How American Manufacturers Can Take the Next Long Step in
Extending Sales

By John H. Fahey

President, Chamber of Commerce of the United States

ONE of the most serious defects in the business system of this country, until within a few years, has been the lack of really representative and efficient organizations of business men, planned to deal with the question of business development from a broad and comprehensive viewpoint.

It is surprising that we in America who have placed so much emphasis upon thorough organization in private business should have been so slow to see the necessity of applying the same principles when dealing with the greater project of promoting the total business of a city or the whole country.

If we had long since studied the great development of the leading commercial nations of Europe we would have observed that the system of carefully worked out organization of the business men, concentrating the results of their thought and experience and co-operating with their central governments in general promotion, had been a tremendous factor in the successes achieved.

For generations England, France and Germany have had business organizations of the greatest importance. Especially during the past thirty years they have developed such efficiency in this direction as to completely outclass us. In this country we organized the workers and we organized the farmers, but we failed to organize the business men except in a most careless way.

We have always had so-called business organizations and some

of them have been very good organizations, but most of them have been mighty poor specimens compared with what they should have been. An unfortunate proportion of them are still far from creditable to us. Most of us for years looked upon our organizations as a necessary evil. We believed it was all right for Jones or Robinson to be president of our organization because "he likes to be prominent in those things," irrespective of whether he was the man for the job or would really do any work. As for ourselves we were unwilling to render any service to the organization or give it any thought. We regarded annual dues as blood money or a contribution to be classed as a charity, and when the organization did something which offended us we promptly withdrew this support, heedless of the fact that we never tried to bring our views to its attention.

NATIONAL CHAMBER THE RESULT OF URGENT DEMAND

But happily in the last ten years business men all over the country have begun to awake to the need of better organizations and the old-time conditions have been radically changed. Strong and useful Chambers of Commerce have developed in every section and the national trade organizations have grown rapidly in numbers and effectiveness. From this evolution of community and trade associations came the demand for national unity, which brought about the foundation of the Chamber of Commerce of the United States, the growth of which has indeed been remarkable.

Portion of Address, January 12, before the Sphinx Club, New York.

Find Out What You Can Save



It is worth your while to know just what insurance-protection will cost at your age in the Postal Life. *For example:*

If You Are Thirty Years Old

—the small sum of \$2.19 (monthly) will secure for you a Policy for \$1000 in the Postal Life Insurance Company—a standard legal-reserve Whole-Life Policy, with guaranteed Cash, Loan, Paid-Up and Endowment Options, and participation in the Company's surplus earnings; but the Policy will cost you only \$1.61 (monthly) during the first year, for you get the benefit of a saving from the agent's commission because you deal direct. In every subsequent year the earning is nine and one-half per cent. of the premium, and guaranteed in your policy.

That's an Example of Postal Saving

All other companies employ large forces of agents, and their commissions come out of Policyholders' pockets. But the Postal Life has no agents at all. It does business direct and the benefit of the saving thus effected goes to the Policyholder.

Strong Postal Points

First: Standard policy reserves, now more than \$9,000,000. Insurance in force more than \$40,000,000.

Second: Old-line legal reserve insurance—not fraternal or assessment.

Third: Standard policy provisions, approved by the New York State Insurance Department.

Fourth: Operates under strict New York State requirements and subject to United States Postal authorities.

Fifth: High medical standards in the selection of risks.

Sixth: Policyholders' Health Bureau arranges one free medical examination each year if desired.

Read the Message the Mail-Bag Brings

Then write today for the Company's Official Booklet, "Sound Insurance Protection at Low Net Cost," also official figures for your own age, on any form of policy—Whole-Life, Limited Payment Life, Endowment, Joint-Life, Child's Welfare, or a Monthly Income Policy. Just write and say: "Mail official insurance particulars as per PRINTERS' INK for January 21, 1915."

And be sure to give:

1. Your full name.
2. Your occupation.
3. The exact date of your birth.

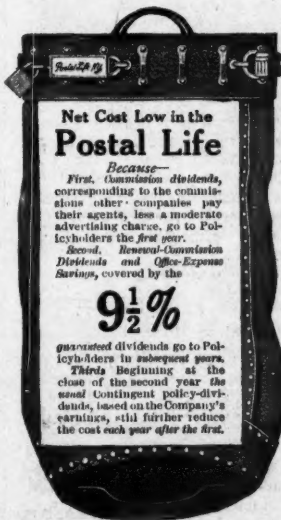
No agent will be sent to visit you. The commission-savings thus resulting go to you because you deal direct.

Postal Life Insurance Company

35 Nassau St.

WM. R. MALONE, President

New York





**Can You Catch It?
Can You Hold It?
Can You Convince It?**

Do you know that millions are wasted because this eye remains closed, indifferent to your wares?

It should open wide in interest and it will, when you appeal to it with skill and knowledge.

In this age of specialization only the expert is properly qualified to endow your copy with these essentials.

M & M Copy whether for display, for booklets, or for trade letters, is constructed scientifically by experts and will win for your business a merited advance.

Tell us your problems by phone or by mail.

You are welcome to our counsel.

It is given gratis and gladly.

MARTIN & MILLER
Advertising Counselors

241 FOURTH AVENUE
NEW YORK

Telephone: Gramercy 5949

The third annual meeting of the National Chamber will be held in Washington during the first week in February, when the directors will be able to report a membership of over 600 national trade organizations, local Chambers of Commerce, Boards of Trade and Commercial Clubs. They are located in all parts of the country and abroad, where there are strong American communities. Nearly 300,000 business firms and corporations are represented in this federation and it stands to-day as the largest organization of its kind in the world. In addition to its organization membership it has some 2,500 individual members.

The National Chamber is interested in the proposal that the slogan "Made in U.S.A." shall come to have greater significance than ever before, at home and abroad.

Thus far I believe some six or eight different associations designed to promote the "Made in U.S.A." idea have come into existence.

**GO CAUTIOUSLY IN "MADE IN
U. S. A." MOVEMENT**

There can be no difference of opinion as to the desirability of stimulating the purchase on the part of our people of *good* goods made in the United States. It will also be of the greatest value to the nation if just now when we are going out into the marts of the world to offer our wares with greater energy than heretofore the stamp "Made in U.S.A." can be made to stand for something and create a steady demand for our products. But if a national selling campaign for a single manufacturer calls for careful thought and planning then a project of this scope should not be undertaken lightly. We must consider the difficulties as well as the opportunities if we are to be successful. The problem at home is one thing and it has many sides; abroad it is quite another and much more complex.

Undoubtedly if we appeal in an intelligent way to the patriotism of our people and impress upon them the many good reasons

why they should buy home products they will respond to an appreciable extent. Present conditions will help because certain lines of imported goods are now cut off or may be at any time. In other lines stocks are being exhausted and cannot be replenished. In many cases American-made goods will, therefore, come in and consumers will be surprised to find the extent to which the word "imported" has been a fetish.

A more immediate question, however, is where we shall begin and where we shall stop in a general campaign for the "Made in U.S.A." label. Are we going to urge our people to demand things so marked irrespective of value? This raises the very practical question of finance. How many manufacturers of established reputation are going to put up money for advertising a general slogan if the stamp is going to be placed on every fake remedy and bottle of bug exterminator in the land? Is the maker of shoddy to be permitted to take such advantage of well-meaning publicity as to hurt everyone? Perhaps a stamp can be agreed upon, protected by law and surrounded with such safeguards that it will mean something to the buyer. It may even go as far as to guarantee quality. There are difficulties to meet in trying to establish such a thing but possibly we can overcome them if we set our minds to it.

WHAT IS NEEDED TO MAKE AND HOLD A CUSTOMER?

Is it not clear that in the end quality at a fair price, with good management, will settle whether we will hold new customers? Temporary publicity and enthusiasm will do something, of course, but if our effort is to be more than sporadic then we must go deeply into the project with the determination to stick and win on right lines.

When it comes to the foreign field there is no appeal to patriotism to help. As at home we have an excellent chance to introduce our products where those of our foreign competitors are cut off. A steady demand will

If you need:



a model of your factory



ideas & plans for booths



ideas for window displays



German flat color work



a display department



Come to 35 W. 32nd St., New York

Or Write for Circular E

follow if we really know our business, but the task of establishing it is no holiday frolic.

No country in the history of the world was ever presented with such a commercial opportunity as that which confronts us to-day. We should be cautious in making our plans of course—but not too cautious. Imagination and energy and enterprise—the real American characteristics—will bring the results if we employ them liberally.

But while we put on all steam right now let us not neglect to look into the future. We are in the midst of a war the outcome of which will affect the tendency of civilization for centuries to come. It cannot fail to react on us. For one thing we are sure to go out into the world commercially as we never have before. As a people we are going to be stimulated to new efforts and aroused to new opportunities. Let us, therefore, look out upon this continent at war and analyze the things which have made for success and real greatness in the nations engaged. Let us study also the weaknesses which have brought disaster. And as we carefully set these factors down let us determine that we will undertake to utilize in America the best ideas the world can give us, and better them in every way we can.

WHERE WE CAN LEARN FROM EUROPE

In doing this I believe we will find there are two great elements in the recent commercial progress of England, France and Germany, the importance of which we are just beginning to see—the training of skilled workers and the scientific organization of business men. Especially in Germany during the past thirty years have these two factors counted.

Why do we buy imported goods in the United States at all? In small part because of cheapness in quality and price, but in most cases because of art and skill. The art of the French worker is not wholly inherited. It is partly the result of environment, but more because of training. For

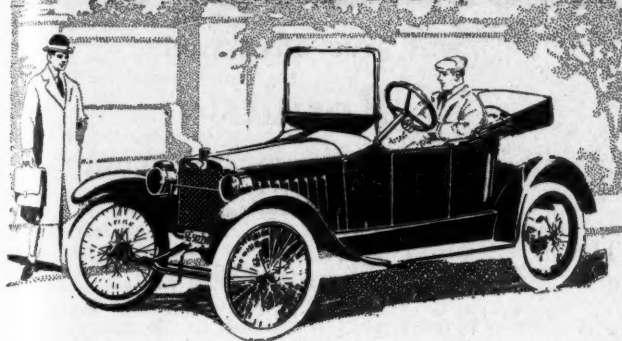
years the French Chambers of Commerce have concerned themselves with the problems of the textile and commercial schools, with results that show in every direction.

The French manufacturer takes 50c worth of raw silk and by the application of art and skill turns out a product which sells for \$1.50 to \$2.00 per yard. We in this country take the same quantity of silk and lacking the values the French business man puts into it our output sells on the market for 50 to 75c a yard. I am not quoting exact figures. I only intend to illustrate the disparity and the difference in results secured from the treatment of raw material which represents in large part French success in manufacturing and the wealth which has come from it.

To-day the finest English razors are sent to Germany to be concaved before they are exported to the United States. Why? Simply because Germany's training of her workers so outdistanced England in this particular line that she could not avoid this step.

When in the single state of Prussia the ministry of education reduces the proportion of unskilled labor from 33 per cent to 10 per cent in twenty years, something has happened which helps to explain Germany's great prosperity. In one year out of 2,200 graduates from the highest classes in the elementary schools in Munich 2,150 went directly into skilled employment. Think that fact over. And at the same time remember that for many years population has increased in Germany at the rate of 900,000 per year excess of births over deaths—or equal to the record in the entire United States, exclusive of immigration. Meanwhile immigration from Germany, which averaged 220,000 annually thirty-odd years ago, has dropped to less than 25,000, and for the past 15 years nearly 35,000 persons have entered the empire and become citizens every year. In addition to this the country has taken care of a million foreign laborers a year in seasonal work.

The New SAXON \$395



Every advertising man needs an automobile

IF you are a special representative, a solicitor, or a salesman—you can use an automobile to advantage in making your calls.

IF you are a copy writer or perform other duties that keep you indoors—you need an automobile to get out and keep your brain clear.

Every man in the advertising business needs an automobile. Considered only as an investment, an automobile pays for itself—in making you more efficient, in saving time for yourself and your firm. All this is aside from the pride and pleasure that you derive from owning a car.

The Saxon roadster, \$395, is just the machine for those who desire a thoroughly dependable automobile that is more economical than any other car on the market—in first cost and operation cost. It covers 28 to 36 miles per gallon of gasoline; 75 to 100 miles on a pint of oil; 3500 to 5000 miles on a set of tires.

Ask for our magazine, "Saxon Days," telling details about Saxon Cars, and facts and stories of interest to every owner or prospective owner of an automobile. Address Dept. 22.

Saxon Motor Company, Detroit

New England

will give advertisers

Results

on either trial campaigns or continuous advertising

The Reasons Why:

The greatest per capita wealth.

The uniform, every-day, money-in-hand prosperity caused by a weekly pay roll that has nothing approaching it elsewhere in the country.

A territory with fine cities closely knit together without parallel in the country; and each city having splendid newspapers with equitable advertising rates.

A people peculiarly susceptible to daily newspaper advertising—a trait handed down from father to son.

It would be a miracle indeed, if New England, with these advantages, was not a most productive field for advertising.

Twelve of New England's finest cities, and twelve of its best local newspapers:

<i>Manchester, N. H.,</i>	<i>Union and Leader</i>	<i>Bridgeport, Ct.,</i>	<i>Telegram</i>
<i>Lynn, Mass.,</i>	<i>Item</i>	<i>New Haven, Ct.,</i>	<i>Register</i>
<i>New Bedford</i>	<i>Standard and Mercury</i>	<i>Meriden, Ct.,</i>	<i>Record</i>
<i>Salem, Mass.,</i>	<i>News</i>	<i>Waterbury, Ct.,</i>	<i>Republican</i>
<i>Springfield, Mass.,</i>	<i>Union</i>	<i>Portland, Me.,</i>	<i>Express</i>
<i>Worcester, Mass.,</i>	<i>Gazette</i>	<i>Burlington, Vt.,</i>	<i>Free Press</i>

It is evident there was plenty of work for the ever-increasing supply of skilled young men, at satisfactory wages, else they would have been tempted to come to the United States. The openings were made for the production of this skilled labor by organized business working in a systematic way in co-operating with government. All over Germany you find their Chambers of Commerce have established or promoted commercial schools and technical schools. In many cases these organizations have maintained such institutions themselves. In Berlin, for example, the Berlin Merchants' Corporation supports, in the heart of the city, out of its own resources, a great commercial and technical school with more than 2,000 students enrolled. It also has half a dozen continuation schools and schools for industrial training in different parts of the city. From the successes achieved from this type of work we should learn a few lessons.

"Made in the U.S.A." can be given a temporary stimulus with very little effort and we should do what we can *now*, but its deeper and more permanent significance will depend on much harder work and thought. Many things will contribute to our enduring success, but I venture the opinion that there are none more important for us to think about than vocational and industrial education—and efficient business organizations.

We should start our thinking machines on an overtime schedule right now and go at our tasks with vim and confidence.

Things of tremendous importance are happening in the world, Mr. American Business Man, and it is time for you to realize it.

Agency Moves From Dubuque

The Dubuque Advertising Company, of Dubuque, Iowa, has changed its name to A. D. Schiek, Advertising Service, and moved to the McKnight building, Minneapolis, Minn.

John E. Kellogg, publisher of the Fitchburg, Mass., *Sentinel*, died at Pinehurst, N. C., January 5, aged 69 years. He had edited the *Sentinel* since he founded the paper in 1873.

Strike for the Jobbing Center of Maine

When you begin your advertising in Portland you have begun in Maine's great jobbing center. This is Maine's largest and greatest city. Work out from Portland with your goods and the State is easily covered. The

Portland Evening Express

is the one great afternoon daily of this city. The EXPRESS has more circulation, more of a selling punch, than all other Portland dailies.

The EXPRESS carries by far the largest amount of advertising, display and classified, as the merchants and the people of Portland know that it is Portland's greatest result-producing newspaper.

JULIUS MATHEWS, Representative.

Automobile Copy Man

Motor Car Company
— one of the largest —

wants young man to write catalog and booklet copy. Must know automobiles and be able to put facts clearly and convincingly. Salary moderate to start but opportunity for advancement good. Give age, experience and references and send samples of work. All replies will be held confidential.

"A. R.," Box 242
Care Printers' Ink

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. KOMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 53.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15.00; one inch, \$4.90.

JOHN IRVING ROMER, Editor.

NEW YORK, JANUARY 21, 1915

Questionable Use of the Trade-Mark The tendency of some of the big retailers, notably Marshall Field & Co., to compromise private brand tangles by suggesting a combination trade-mark, as for example "Field-Queen Quality Shoes," is meeting with both favor and disapproval among advertisers. This is the way it works in the advertising of Marshall Field & Co. in the Chicago daily papers:



Manufacturers who have been looking with longing eyes toward the big and growing chain store and department store outlet see in this compromise brand an opportunity to secure this market without losing caste with themselves. "Here is a great scheme," they are

saying, "to overcome the big retailers' prejudice toward advertised brands without letting down the bars so far as our no-private brand policy is concerned." Some are even more enthusiastic, and will argue that it is a good thing, admitting as it does of backing up national reputation with local prestige.

On the other hand the stronger advertisers see only harm, and the resurrection of a controversy which they would rather leave buried in the situation. Only last week a prominent Chicago shoe manufacturer told PRINTERS' INK that he had just entertained, and turned down, a proposition of that kind from a big St. Louis store. "If I agreed to allow them to hyphenate their name with mine in the form of a combination trade-mark I would establish a dangerous precedent. Immediately a thousand dealers would besiege me for the privilege. If I refused I would either lose their business or their friendliness. If I extended the privilege I would complicate manufacturing and endanger a reputation which I have spent millions to upbuild. I am perfectly willing to stamp my shoes "Made for Henry Jones & Co., of Podunk," but I am not prepared to allow Henry Jones, of Podunk, to incorporate my name and trade-mark in a mark which he would control, and which in the last analysis would be just as much his as an out-and-out private brand."

But this departure is not a matter which should bother the advertiser who has standardized his product with the consuming public. Such a manufacturer, it seems to us, would indeed be foolish to even consider a compromise. In the first place there is no need of his stooping a particle if he has actually created a demand, and secondly it would be poor merchandising to show a favoritism to one which you are not ready to extend to all.

After all the whole thing simmers down to the equal service principle, so often discussed in these columns. A man with goods to sell, be he manufacturer, pub-

lisher or jobber, should give a blanket service or none. It is both unwise and foolish for him to show partiality even when big orders are at stake. A reputation for impartiality, square dealing and playing no favorites is a business asset of the first water, and once laboriously built up should not be turned down by grasping for dollars which would quite probably come of themselves, if a policy of fairness were pursued. And such a policy calls for granting no concessions, rebates or trade-mark privileges to one which you would not be willing to grant to all.

When War Orders Are Undesirable

A certain manufacturer who objects to being quoted because he does not wish to be put in the position of preaching to his brother manufacturers has steadfastly refused to accept any business growing out of the war. He views with undisturbed equanimity the factories of some of his competitors busy night and day, making goods for the armies. He appreciates the fact that there is an immediate profit to be made through these army contracts, but his reply is that the policy of his house does not permit him to bid for the business. Some of the reasons for his attitude are highly significant to advertising men.

His most important asset, in his opinion, is the good will of his business. In order to protect that good will he must protect the integrity of his trade-mark, which means that the quality of his product and the continuity of his advertising must be maintained. To swamp his factories with war orders would mean, first of all, the temporary lapse of his advertising to the home market. Consumers would forget him, and, more important still, his dealers would feel that he no longer stood behind them in helping them to sell the goods. He would be sacrificing his permanent customers for the sake of a customer who may be out of the market to-morrow, and who certainly will buy elsewhere after the war is over.

And in the second place the quality of his goods would suffer, in the long run. His workmen are trained to produce certain fine grades of goods. Turn them to the production of the heavy, coarse grades of army goods for a month, or six months and what becomes of their skill? The quality of the regular product must inevitably deteriorate, and it will take a long time to get the operating force keyed up to the proper pitch again.

Of course it takes courage and a large degree of foresight thus to refuse to sacrifice the future for the sake of the present, but it is in line with common sense. The only market we can be sure of a year hence is the home market, and one of the most important duties of any manufacturer is to maintain the standing of his trade-marks and the value of his good will at home.

Railroads Advertising Defense

The old-time railroad president who defied the public of his day with short and simple profanity would probably turn over in his grave if he knew what thirteen lines of railroads operating in Kansas have been doing to secure public sympathy. These railroads have been, according to their own statement, "supervised and taxed to the limit." They have fought the supervision and taxation in court and legislature, but vainly. When these failed they lifted their eyes and beheld the people. And now 600 newspapers, large and small, have been running continued stories in paid advertisements, three columns per week, dealing with railroad conditions, \$30,000 worth in all.

The attitude of the legislature this winter will reveal how far the publicity has been resultful.

If the railroads have taken competent advertising advice, they have doubtless realized the difference between the advertising space and what is put into it. One Eastern railroad spent several times \$30,000 in publicity to secure public good will, but the facts "made public" were not the basic and es-

sential facts the public wanted, and to-day the officers have been changed and the old directors indicted. That was not an advertising failure. The facts in the ads got all the attention they could ask. It was the misfortune of the railroad that it did not have the goods.

If these lines operating in Kansas have the right facts, and print them, \$30,000 spent in 600 newspapers ought to do them much good, as a beginning.

Keeping Ahead of the Market

Certain fundamental questions are always confronting manufacturers, no matter what the line of goods may be. Among those questions are the following: How can I get the widest possible market for my product? How can that market most effectively be reached? How can it best be retained against the inroads of competitors? How can I best insure myself against the fluctuations of demand? How can I maintain my organization at the point which will keep selling costs at the minimum?

Some concerns have answered those questions by withdrawing their advertising at the first hints of a falling off in business. Others have pursued the opposite course. We have before us the records of sales during the past six years, of one such concern: the Goodyear Tire & Rubber Company. Its production of pneumatic tires, year by year since 1909, is as follows:

1909.....	102,669 tires
1910.....	207,442 "
1911.....	332,458 "
1912.....	883,224 "
1913.....	1,132,869 "
1914.....	1,478,396 "

The market for pneumatic tires is determined by the number of vehicles which can use them. Goodyear has not only kept abreast of the increased production of automobiles, it has kept ahead of it. Officials of the company are planning to reach the 2,000,000 mark in 1915—not, how-

ever, by a policy of retrenchment. Those bankers who refuse to regard advertising as anything but "expense" are respectfully invited to study the above figures.

Speeding Up the Office Routine

How much of the correspondence which is exchanged between various departments of a business and between department heads and men in the field, is really necessary, and how much of it may be classed as useless red tape? Why is it not as important to cut out the lost motion here as it is in connection with the laying of bricks and the loading of pig iron?

A recent change of management of a Western railroad resulted in a searching investigation of the routine correspondence. Among other things, the letter book of the general superintendent was examined, to see what proportion of the letters received and answered could profitably be dispensed with. The results were astonishing. Out of the first one hundred letters, the committee found only ten which could be classed as necessary. The remainder represented merely useless formalities, or were obvious attempts to "pass the buck." The desire to shift responsibility, according to the committee, was responsible for most of the useless correspondence.

At the end of the first year of the new management, a saving of \$20,000 was reported in stationery alone. Probably that figure indicates that the former management was extremely lax in its methods, but it certainly points to a large increase in efficiency. There is at least as great a chance to speed up the office routine as there is in the factory.

Magazine Man Appointed Secretary to District Attorney

George Barr Baker has been appointed personal secretary to District Attorney Perkins, who entered office in New York, January 1 when C. S. Whitman became Governor. Mr. Baker has been connected with the Ridgway Company for eight years as managing editor of the *Delineator* and associate editor of *Everybody's*. He is a member of the Players and other clubs.



Where to Buy in Chicago

Advertisers have made Chicago the largest producer of advertising materials in the world. Its annual printing output exceeds \$74,000,000.

Being the great central market, it is the home of industries using vast quantities of advertising literature and materials. To supply the wants of such buyers, Chicago establishments must obviously have the most modern mechanical equipment—the most highly trained workmen.

The following are leading specialists in Chicago. Each won its place by giving value plus service. Get in touch with them before buying.

R. R. Donnelley & Sons Co.
Printers, Binders, Designers
Engravers

Edwards & Deutsch Lithographing Co.
Poster and Color Work, Window
Displays—Cut-outs

Buckley, Dement & Company
Selling Plans and Literature
Lists, Addressing, Mailing
Service

Barnes, Crosby & Co.
Artists, Engravers, Catalogue and
Color Plate Makers

Sewell-Clapp—Envelopes
Established 1875
All forms of Business Envelopes
for Consumers Direct

Wm. Freund & Sons
Steel and Copper Plate Engravers—
Die Embossed Stationery, Engraved
Cards and Trade Announcements



Eleventh Annual Convention, Associated Advertising Clubs of the World,
CHICAGO, June 20-24, 1915

"Listogen" Infringes "Listerine" Court Finds

Illuminating Discussion of Vital Points by Judge Hand

THE trade-name "Listogen" is found to be an infringement on the trade-name "Listerine" by Judge Hand, of the United States District Court for the Southern District of New York, in an opinion handed down last week in the case of the Lambert Pharmacal Company of St. Louis against the Bolton Chemical Company of New York. Judge Hand's discussion of the salient points and principles is so interesting and important that the opinion is reproduced in full, as follows:

UNITED STATES DISTRICT COURT,
SOUTHERN DISTRICT OF NEW YORK.

LAMBERT PHARMACAL
COMPANY

vs.

BOLTON CHEMICAL
CORPORATION.

-ss:

JOHN H. DARBELLE, ESQ.,
St. Louis, Mo.
WILLIAM A. REDDING, ESQ.,
38 Park Row, New York City.
Of counsel.

LEARNED HAND, D. J.: The defendant's compound is obviously appropriate for substitution for the plaintiff's; its uses are precisely the same and it is made up for the same class of consumption. In choosing an arbitrary trade-name, there was no reason whatever why they should have selected one which bore so much resemblance to the plaintiff's; and in such cases any possible doubt of the likelihood of damage should be resolved in favor of the plaintiff.

Of course, the burden of proof always rests upon the moving party, but having shown the adoption of a similar trade-name, arbitrary in character, I cannot see why speculation as to the chance that it will cause confusion should be at the expense of the man first

in the field. He has the right to insist that others in making up their arbitrary names should so certainly keep away from his customers as to raise no question.

In the case at bar there is at least ample doubt that this will be true. "Listogen," if the accent be on the first syllable, is like enough to "Listerine" to serve as an apt means of substitution among those who have not already enough familiarity with the plaintiff's article to be safe from any such efforts. There is always a fringe of possible customers, next year's, for instance, with whom such opportunities are not to be disregarded, people who have heard vaguely the old name or seen it in advertisements and who fail to carry it with accuracy in their memory. Among these confusion is eminently possible and that possibility, if not a remote speculation, is quite enough.

CLOSE RESEMBLANCE OF THE TWO
NAMES POINTED OUT

To show how near the defendant's name is we need only change one letter, "g," to "r"; "Listoren" would be so close an imitation as would not allow argument in its defense. Now the "g" does make a difference; being a consonant it sounds more distinctly, but I cannot say that it is enough, and no reasonable explanation, no explanation whatever, is suggested why the name need be used.

In saying this, I do not forget that the defendant claims the use of the English words, "Listerism," "Listerian" and "Listerize," all of which had some currency in English before 1881.* But the defendant does not use these words; at best "Listogen" is a coined word with a penumbra of suggestion. The result of a decree will not be to prevent them from using any word in the Eng-

*Date on which trade-mark Listerine was registered.

WE wish to announce the addition to our staff of Mr. C. T. Hancock, well known in the agency field. Mr. Hancock's broad experience in advertising and saleswork promises a still higher value in the efficiency of our service.

HELLER - BARNHAM
COMPLETE ADVERTISING SERVICE
432 Fourth Avenue New York

About "Getting Your Story Across" to the Greatest Number at the Least Cost:

Direct advertising is MARCHING ON! We have knocked the prop from under the greatest handicap *cost!*

Low cost of production and our special automatic machinery enable us to produce *booklets at bed rock figures.*

FOR INSTANCE: A 32 page book with two color cover, size 6" x 9" for \$3.50 per M, (including stock) in lots of 500 M.

All other sizes and quality at proportionately low prices. (We write, illustrate and print.)

GET OUR FIGURES AND SAMPLES—YOU'LL SIT UP & T. N.!

A·TO·Z PRINTING CO., 2nd, South Whitley, Ind.

lish language, including all which are derived from the name of Lord Lister.

Besides, what does "Listogen" suggest, if mere suggestion be enough to justify such a use of a coined word? "Gen" suggests that the compound has a principle of "List" in it, that it generates "List," or is its essential or active principle. Now there is no such thing as "List," nor as "Lister," nor "Listerism."

The words which have gone into use mean the methods first introduced by Lord Lister, a way of treating wounds to prevent supuration. There is no sense in a word which suggests that it contains the active principle of "Listerism" or that it can generate "Listerism." If Lord Lister had discovered a substance which went by his name and which could be created by a chemical compound, and if the defendant had invented such a compound, there would be some color for the contention that they had made up a word which was descriptive at least by suggestion, but "Listogen" means, and is capable of meaning, nothing whatever.

There is, indeed, one meaning which it conceivably can carry and that is that it contains the essential principle of "Listerine"; that it generates the active element of the plaintiff's product, but that implication the defendant will scarcely wish to make.

NAME HAS LOST ORIGINAL MEANING

Finally, the defendant takes the position that "Listerine" is a deceptive name itself, and suggests that the compound was derived from Lord Lister, an error that has crept even into the Century dictionary.

I think that there was some basis for this contention when the name originated. I am sure I should have thought it was named after Lord Lister, as it was, and I should have vaguely supposed that he had something to do with the formula, or had at least given it the sanction of his name.

Yet I am not disposed at the end of 34 years to say that it car-

ries any longer any such implication. The record shows that the sales for now many years have been of many millions of bottles, and that it has become an article of very common use in many countries.

We should rather assume that the name has become identified with the thing and has long since lost its connotation of Lord Lister's association. We need not go back for so long to find in the origin of the word a suggestion not altogether truthful, but long since cured by time.

Of course, no court will protect a man in the perpetration of a deception, but where the trade-name has ceased to be deceptive, it is pharisaical to visit the sins of one generation upon the next in the aid of those who now seek to trade upon the efforts of the present.

I shall not, therefore, decide how far the suggestion of "Listerine" is so deceptive as to have forbid any protection in 1881.

COULD, NEVER BECOME GENERIC

This question does, however, bring up the further question whether the name "Listerine" itself has become descriptive or generic. This is answered by *Jacobs v. Beecham*, 221 U. S. 263, a case weaker than this, because the plaintiff, not having disclosed his formula, could not show, as here, that it was different from the defendant's. That case holds that where the name has always been associated with the plaintiff's manufacture and has not followed the goods elsewhere, it can never become generic in the sense that the right to the name disappears.

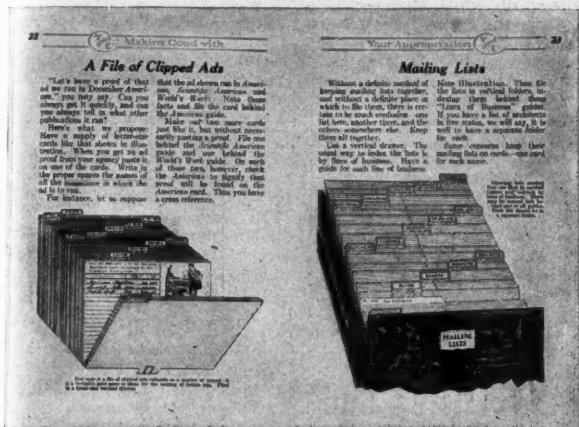
A discussion of the many cases in which similarities have, or have not, been thought infringements serves no end; applications of the accepted principle no doubt vary, but no two cases are alike. One must trust one's own sense of the likelihood of confusion and the absence of any justification for the defendant's choice of name.

The usual decree will pass with a reference, if the plaintiff wishes.
January 11, 1915. . . . D. J.



HERE IT IS, AD MEN

"Making Good With Your Appropriation"



A 47-page booklet describing and illustrating the most practical methods of handling the details of your department. It shows how to produce any desired information instantly regarding anything from the cost of a certain drawing to the number and names of your Kansas dealers. The systems described apply to any advertising department or agency.

GET IT—it costs nothing.

By addressing the Advertising Department you will strike a responsive chord and get all the information you want regarding any record system used in advertising work.

YAWMAN AND ERBE MFG. CO.

Main Factories and Executive Offices
ROCHESTER, N. Y.

Boston
Washington
Kansas City

Springfield, Mass.
Pittsburgh
Oakland, Cal.
San Francisco

New York
Buffalo
Chicago
Los Angeles

Newark, N. J.
Cleveland
Philadelphia

"LEADERS OF THE WORLD" IN FILING DEVICES AND OFFICE SYSTEMS

The Milwaukee Journal is the **only** Milwaukee newspaper that carried more lines of advertising in 1914 than in 1913.

O'MAHA & ORMSBEE, Inc.
Foreign Representatives
New York Chicago

Advertising and Service Man Wanted

A New England printing house of standing, with reputation for producing best grade printing and advertising, is about to establish a Direct Advertising Service Department.

A good, snappy copy writer, idea, or plan man is wanted. An opening for man of experience and brains to become manager of this department and share in the profits.

Only man of successful experience will find it worth while to reply. Give full particulars in first letter, including salary expected.

"CONFIDENTIAL"

Box 242, care Printers' Ink
New York

Large Number of Clubs After "Printers' Ink" Cup.

The following advertising clubs have announced themselves as contestants for the **PRINTERS' INK** Cup, to be awarded this year at the Chicago convention of the A. A. C. of W.:

Advertising Club of Baltimore, Baltimore, Md.; Class Advertising Club, San Francisco, Calif.; Adscript Club of Indiana, Indianapolis, Ind.; Ad Men's Club of Elizabeth, Elizabeth, N. J.; Honolulu Advertising Club, Honolulu, Hawaii; Spokane Advertising Club, Spokane, Wash.; Dayton Advertising Club, Dayton, Ohio; Kalamazoo Advertising League, Kalamazoo, Mich.; Toledo Advertising Club, Toledo, Ohio; Sacramento Advertising Club, Sacramento, Calif.; Wheeling Advertising Club, Wheeling, W. Va.; Elgin Advertising Club, Elgin, Ill.; Advertising Men's Club of Atlanta, Atlanta, Ga.; Ad Sell League of N. I. and S. M., South Bend, Ind.; Phoenix Advertising Club, Phoenix, Ariz.; Ad Club, of New Orleans, New Orleans, La.; Lincoln Advertising Club, Lincoln, Nebraska; Advertising Club of Cincinnati, Cincinnati, Ohio; Charleston Ad Club, Charleston, S. C.; Fort Worth Ad Men's Club, Fort Worth, Texas; Calgary Advertising Club, Calgary, Alberta, Can.; Omaha Ad Club, Omaha, Nebraska; El Paso Ad Club, El Paso, Texas; Portland Ad Club, Inc., Portland, Oregon; Advertising Club of Los Angeles, Los Angeles, Calif.; Plymouth Advertising Club, Plymouth, Mass.; Des Moines Ad Men's Club, Des Moines, Iowa; Cedar Rapids Ad Club, Cedar Rapids, Iowa; Milwaukee Advertising Club, Milwaukee, Wis.; Advertising Men's League of New York City; Pilgrim Publicity Association, Boston, Mass., and Minneapolis Advertising Forum, Minneapolis, Minn.

Louisville "Tru-Ad" Club to Give Dinner

The Tru-Ad Club of Louisville, which was organized recently, will give a dinner at the Henry Watterson Hotel January 27 to business men, city officials and others, at which the beneficial effects of the honest advertising law recently enacted by the city as a result of the efforts of the club will be pointed out. The ultimate benefits to be received by the newspapers will be emphasized. Merle Sidener, chairman of the National Vigilance Committee of the Associated Advertising Clubs, will speak.

New Orleans Ad Club's New Officers

The Ad Club of New Orleans elected the following officers and directors last week: Gayle Aiken, President; H. E. Groffman, vice-president, and Paul Renshaw, secretary and treasurer.

The directors elected are: Gayle Aiken, Paul Renshaw, H. E. Groffman, Louis Reuther, R. E. E. De Montluzin, Joseph A. Blythe, E. E. Edwards, Fred I. Meyers and Morton Caldwell.

Page-Davis Advertising School Loses Suit to Enforce Contract

Because it was alleged that the "personal instruction" promised in its contract was given by girls with a printed list of correct answers as a guide, the Page-Davis Correspondence School lost its suit to enforce its contract with John P. Shaddock, in the Municipal Court at Chicago, January 8. Mr. Shaddock had made a contract with the school to accept its course of instruction at a total cost of \$66, payable in monthly instalments. After he had paid \$25 he became dissatisfied, and refused payment of the balance, whereupon suit was brought.

The defense did not contend that the lessons furnished were worthless, but maintained that the information contained in them could be obtained elsewhere, in book form, for five dollars or less. Past and present employees of the school were called to testify as to the methods used in correcting the papers and giving instructions, and a printer connected with the Lord & Thomas agency gave his opinion as to the value of the remarks on typographical arrangement. Judge Sullivan decided in favor of the defendant. The attorney for the school announced that the case would be appealed.

Committee Appointed to Co- operate With A. B. C.

At the annual meeting of the Associated Iowa Dailies held at Cedar Rapids, January 4, a circulation committee was appointed to co-operate with the Audit Bureau of Circulations at any time in the consideration of suggested changes in the newspaper forms or other matters relating to the work as it pertains to newspapers.

So far as the Bureau knows, the Iowa publishers are the first to appoint a committee of this kind. The following Iowa publishers compose the committee:

A. W. Peterson, chairman, Waterloo Courier; Jas. F. Powell, Ottumwa Courier, and David Brandt, Iowa City Republican.

Russell Whitman, general manager of the A. B. C., addressed the meeting.

Putnam With New York "Tribune"

W. H. Putnam has become connected with the advertising staff of the New York Tribune. Mr. Putnam has been with the New York American for three years past, and before that was associated with the Journal of Commerce and various New England papers.

Agency Changes Name

The name of the firm of Allen & Ward, special representatives in Chicago and New York, has been changed to Robert E. Ward, who has been sole proprietor of the business since the death of his partner several years ago.

WHY YOU Should Use PITTSBURGH'S

Most successful newspaper advertising mediums, the

Gazette Times

Morning and Sunday

Chronicle Telegraph

Evening except Sunday

They educate the public and create a buying impulse.

It is known by actual test that they are vitally necessary in order to insure the

Greatest Possible return from an Advertising Appropriation

76% of the afternoon circulation is in the City and 76% of the morning circulation outside, but within the shopping zone of Greater Pittsburgh.

THE GAZETTE TIMES and
CHRONICLE TELEGRAPH are

"The Papers that Go Home"

The flat combination rate is 22½¢ per agate line.

For further information or co-operation write

URBAN E. DICE,

Foreign Advertising Manager

Pittsburgh, Pa.

J. C. WILBERDING

225 Fifth Avenue.....New York City

JOHN M. BRANHAM COMPANY

Mallers' Building.....Chicago

Chemical Building.....St. Louis

The Most Widely Circulated Medical Monthly

Medical Council is a power with the medical profession—because of this particular quality—

The plain, practical, solid, helpfulness of its reading matter in the physician's every day work.

Medical Council's readers are uniformly the busiest, most prosperous "family physicians"—leaders in their communities.

Average circulation each issue 1914—28,000 copies; January 1915 issue—31,500 copies; sworn statement on request.

High advertising Standards.

Ask your Agent or write us at

420 Walnut St. Philadelphia.

MEDICAL COUNCIL

Window Display Which Is Dependent on Reflected Light

How "National Mazdas" Gain Attention and Demonstrate the Light at One Time—Directions for Draping the Window Furnished Dealers as Well as for Setting Up Display

AN advertiser who can get a new angle in his window display is apt to have secured the first requisite of such a display—power of attraction. Here is one which not only succeeds in attracting, but also, on account of the nature of the product, demon-

strates the goods, though it is not a motion display in any sense.

company's publicity department, thus describes the display: "It has a large fan-shaped silver background from which a center figure stands out in bowed form. Behind the figure is a niche in which is placed a lighted lamp. Part of the light is emitted through a hole behind the hands of the figure and reflected from her hands on her face. The rest of the light is diffused on the silver background. The delicate coloring in the face of the figure is brought out very forcibly by the reflected color of the lighted lamp, while the lighted silver background serves as a halo. This display has created much interest among our retail dealers."



THE NOVELTY OF THIS DISPLAY IS FOUND IN THE USE OF LIGHT REFLECTED ON THE FIGURE FROM BEHIND THE HANDS

strates the goods, though it is not a motion display in any sense.

The display in question has been recently distributed to dealers by the National Lamp Works, Cleveland. Reflected light is utilized in a novel manner in connection with it. The National Works is the branch of the General Electric Co. which makes National Mazda Lamps, and H. E. Boynton, of the

Illustrated directions for erecting the display are printed on the back. This serves the double purpose of an instruction card and as a means to prevent the use of the back of the lithograph for an ordinary, hand-lettered sign.

"We have found," continued Mr. Boynton, "that the dealer does not put this display in his window in an attractive manner unless he

is given explicit instructions or shown the photograph. Our directions show three different lamp windows which use this lithograph in different forms and even suggest the amount of cheese-cloth it takes to decorate each one of the different windows."

Another lithograph window display which the National Lamp Works has recently sent out is called the "Mazda City." It consists of four pieces:—a panel background and folding cut-outs for the foreground. On the back-

ground is shown "Nela Park," where National Mazdas are made; one of the pieces in the front of the window shows an apartment house and the other a bungalow—both, of course, with all windows brilliantly lighted. Verisimilitude is gained by the shadowy outlines of human figures at some of the windows.

"This display is particularly good," remarks Mr. Boynton, "because it can be used either in whole or part to make a favorable showing."

BULLETIN 133

Contains Lists of Leading Newspapers that are producing best results on Classified Advertising

Also defines "Classified" and gives details and full particulars regarding the preparation and placing of ads, together with instructions as to best issues, proper classification, etc.

No man interested in mail-order or general advertising should be without a copy. Sent free on request.

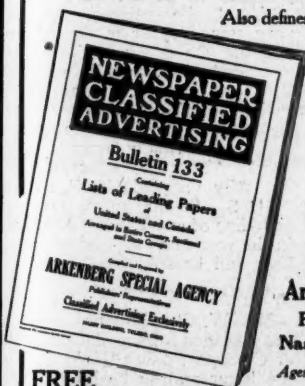
Advertising Agencies should ask for our co-operation plan and commission proposition.

Arkenberg Special Agency

Publishers' Representatives

Nasby Building Toledo, Ohio

Agency Connections in all Principal Cities.



FREE

1847 ROGERS BROS.

"Silver Plate that Wears"

Spoons, Forks, Knives, etc., at the highest grade carry the above trade mark.

Guaranteed by the largest makers of silverware.

Send for Catalogue "P"

INTERNATIONAL SILVER CO., MENARD, CONN.
Successor to Meriden Britannia Co.
NEW YORK CHICAGO SAN FRANCISCO



OLD COLONY
PATTERN

The Little Schoolmaster's Classroom

COMES now Thomas P. Smith, of the Davis-Smith Company and Boston, who deposes and says:

"I sent out recently a circular letter, a copy of which is attached, without addressing the letter personally or without even dating it. The letter made no pretense of being anything but a circular. It brought a very remarkable percentage of replies, and a good many of the replies have already been turned into sales. The interesting point is the comment on the letter. Just to show you what widely different effects it had upon different readers I am enclosing three of the many letters I received because they are typical. Now I ask you, who sit in the Chair of Profound Advertising Knowledge in the Graduate University of Publicity, 'What constitutes a good circular letter?'"

* * *

The foregoing letter was personally addressed to the Big Chief, but he said his brain was set for bigger things and he didn't care to change his gears for so simple a matter. Hence, therefore, these few well-chosen words of great wisdom.

The answer, friend Thomas, is that a good circular letter is one that brings home the bacon.

At exactly three o'clock last week I completed the circular letter which brought my product up to just an even half million, and the only way I know of finding out positively whether or not a letter is good is to wait, hope and pray until you get the results. You mark 'em. as the old lady did her pies—T. M. for 'tis mince, and T. M. for 'taint mince.

Mr. Smith's letter, on the face of it, presents certain engaging characteristics—chiefly those of good humor and sincerity, which distinguish it above the ordinary run of such efforts, and which, by all the rules, should make it effective. Here it is:

"Gentlemen:

"You can't satisfy a man's appetite with a glowing description of a well-done roast of beef.

"Nor can we, by using a lot of over-dressed adjectives, arouse your interest in our line of greeting cards for you to send to your customers at Christmas. So what we want you to do is to send for our samples, put them on the table before you, draw up a chair and fall to.

"Maybe you will like our ideas well enough to buy—and maybe you won't. A large enough proportion of you (plural) buy to make it worth while to send samples entirely at our expense.

"Hand the enclosed card to your stenographer to fill out and return. Do it even if you are prompted solely by idle curiosity. We have turned so many merely curious people into customers that we aren't in the least afraid.

"Cordially yours,

"THE DAVIS-SMITH CO.

"By (Signed) T. P. SMITH.

"P. S.—Be sure to see our complete line of samples NOW. Later in the year many of our best numbers will be sold out."

* * *

Mr. W. B. Hankins, advertising manager for the Toledo Cooker Company, didn't think much of the letter and so he lays himself wide open to a skilful follow-up by writing Mr. Smith as follows:

"The writer wishes to take exception to your letter of recent date, and does so for the sake of 'advertising.' You say therein that you cannot satisfy a man's appetite with a glowing description of a well-done roast of beef. You can, however, convince a man that a certain stove is the one he wishes to purchase and take home by painting to him, in glowing terms, a well-done roast of beef. You have created within that person an appetite for that roast of beef. It is universally conceded that the greatest

of all minds is the 'creator's,' but you link the creating and the satisfying together when you say that you could not create an interest in your line by telling about the good qualities of your products. Your letter discredits some of the fundamental principles of good salesmanship. This little 'criticism,' or whatever you might call it, is merely offered in passing and does not cost anything."

Mr. Hankins' name now undoubtedly decorates a pink pros-

pect card in Mr. Smith's files, and, if he doesn't look out, will shortly be signed on the dotted line. Some of the best results of circular letters come from the proper handling of unfavorable, or, better still, antagonistic, replies. The main thing is to get an answer which will tangle up the writer in correspondence. As long as he will talk back he is a prospect.

Once upon a time a man replied to a stock-selling circular that he wouldn't have anything to do with

The Busy Advertising Man

CASLON service is for busy advertising men. Our organization specializes solely in Direct Advertising. We plan, lay-out, and handle every phase of an entire campaign or any part of it. Our staff of plan experts, writers and artists, co-operate with the national advertiser, offering a service of unusual interest. Write today for the Caslon Plan.

THE CASLON COMPANY

Direct Advertising

300 Leader Bldg.

Cleveland, Ohio



Slides That Reach the Curtain

are the only kind that benefit you!! Your slides reach the curtain

Through Your Dealers

only when the Dealers' Names are imprinted in attractive and readable form. Let us show you how

Troy Photoprint Slides

are imprinted. They bring customers to your Dealers' Stores. Write today

TROY SLIDE AND SIGN CO.

Troy

We save you
Postage

Ohio

I have a splendid selling organization covering the United States, but strongest in the West. Accustomed to selling the medium-sized retailer. I am willing to invest up to \$100,000 in the right proposition. All correspondence confidential. Address, "A. C.," Box 240, Printers' Ink.

WANTED

An Advertising Manager for a Chicago Trade Paper

The man we employ must fulfil the following requirements to the letter:

- First: Be able to sell space in a technical magazine of high class—an undisputed leader in its own field—machinery—but with many obstacles before it.
- Second: Be able to plan and lay out campaigns for advertisers and prospective advertisers.
- Third: Be able to suggest new ideas and plans that will maintain the supremacy of his publication.
- Fourth: Be of pleasing address, sincere in purpose, full of diplomacy and tact and be able to cope with the biggest men—shoulder to shoulder.
- Fifth: Be at least thirty years of age—aggressive and ever on the job.
- Sixth: Be able to jump on a train and make a trip to close up a prospect.
- Seventh: Be able to make his application to us in such a manner as to convince us that he can plan and lay out a selling campaign, for he must be able to sell his services to us even as he would sell space for our publication. By this we mean we would like regular copy submitted to us dealing with this applicant's qualities the same as he would handle a commodity.

To the advertising manager who can answer these qualifications we offer an exceptional salary proposition.

Address:

"W. A.," Box 243, Printers' Ink

a corporation, because it had no soul and no place to kick. Next day a good-looking, black-eyed salesman presented the proposition and an opening for the kick and came away with a check. Another time—but let us return to our roast beef.

In my opinion, Mr. Hankins' criticism lacks force, because the letter in question did not seek to sell anything. It was designed merely to create an appetite for samples. The excitement of curiosity would tend toward this result and any attempt to describe the goods would largely have eliminated this element.

* * *

But here is Mr. Robert E. Miller, of the Hamilton Watch Company, who says, "'tis mince," and says it in a way that surely took a little of the chill off of the Boston atmosphere. He says:

"I am in receipt of your letter of recent date, and I must say that it contains more attractive salesmanship to the square inch than any letter of its kind I have seen in a good while. It is most deserving of a reply, and I only regret that I must reply that we cannot use your services at this time, inasmuch as we have made it a custom to send out a personal and written letter to all of our good friends at Christmas-time, rather than to use any engraved impression.

"However, my family will require some personal cards around Christmas-time, and I should be very glad to have an estimate from you on 100 cards engraved with some appropriate Christmas season greeting. It is not necessary to submit proof especially gotten up with my name on, but simply proofs of some former work—with quotation on quantities."

* * *

Mr. Miller's name goes on a blue "customers'" card pretty soon, and it will be surprising if the Hamilton Watch Company does not shortly vary the form of its greeting by the addition of an engraved "impression" to its

already excellent personally written letters.

But I quote Mr. Miller's letter not so much for its bearing on the question at issue but because it illustrates a principle which for more years than it pleases me to remember I have tried to hammer into the unwilling consciousness of correspondence clerks—"Make your letters pleasant—say something human—give a compliment if you can—but at least show good will."

There's no telling how much good a cheer-up letter may do its recipient, and besides you may need one yourself some cloudy Monday morning, or on a Friday when you are shy on the next day's pay-roll. Kind words don't take much ink off of the ribbon, but they make general business better and increase good cheer and optimism. If you must give an adverse reply—"smile when you say it."

* * *

Mr. Robert Gillespie, sales manager of the Case Manufacturing Company, of Unionville, Conn., might have simply signed Mr. Smith's card and got his samples just the same, but he also belongs to the Ancient and Honorable Order of Good Fellows, and so he wrote:

"Believe me, if there is any-

Have You A Position

in your organization for a man with 5 years' practical sales and advertising experience?

I want a job with a future in the sales or advertising department as assistant to the manager.

I am a Dartmouth man, 27 years old, and am employed at present, but want a bigger opportunity.

Address H. N. M., Box 244, Printers' Ink

No Agricultural List is Complete Without

UP-TO-DATE FARMING

"The Farm Paper With a Mission"

200,000 copies twice a month

—Pays Farmers Who Read It—
So, Pays Advertisers Who Use It
Samples, Rates, Particulars Cheerfully Given

UP-TO-DATE FARMING

Indianapolis, Indiana

New York

Chicago

NEW YORK FACTS

Complete—Convenient
—Confirmed for newspaper men in

THE EAGLE ALMANAC

only publication giving all statistics on state and city.

Ready January 20th

Indispensable for those who must know at once.

NEW YORK'S RED BOOK

Published by

THE
BROOKLYN DAILY
EAGLE

Price, \$1.00

By mail, \$1.10

Window Attractions

The "MIDAS" Always Makes Good

SOME OF OUR STOCK DISPLAYS

Ever-Flowing Bottle - Glow Signs
Inter-Changeable Electric Letters
Day and Night Moving Picture Machine
Mystery Platform Machine--Drinking Bear
Three Change Fan Sign--Shadowgraph Machine

We are specialists in unusual WINDOW ATTRACTIONS. Can make anything you want and handle your NATIONAL WINDOW CAMPAIGN.

Our story is short but convincing. Let us tell it to you.

MERCANTILE ADVERTISING CO.
Marbridge Bldg. New York City

WANTED

By a New York magazine publisher in the advertising department, young man with experience on makeup. Splendid opportunity for advancement.

"S.O." Box 241, Printers' Ink

The Only Investment

that NEVER reduces interest rates or DEFAULTS on dividends.

LIFE ANNUITIES—Contracts issued ALL ages pay from 6% age 42 to 13% age 70. No medical examination.

MONTHLY INCOME INSURANCE. Annual saving on premiums of 25% to 40%.

J. A. STEELE, 170 Broadway, NEW YORK

Lincoln Freie Presse

GERMAN WEEKLY
LINCOLN, NEB.

Takes the place of 200 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electro. Rate, 36 cents.

Actual average circulation 131,428

thing that gets me going toward good impressions it is a well-done roast of beef, and if your samples have the least savor of roast beef or anything that would satisfy our taste, send on your complete line QUICK and we will 'Spread them upon the table, draw up a chair and fall to' (we hope we will not be so disappointed as to fall through). We are looking for New Year's suggestions and await your line of samples with pleasure."

So I guess we'll have to say that Mr. Smith writes bully good letters and the suspicion dawns on me that he knows it blamed well. Look what he went and done to me—just dropped his letter in the slot and out come two pages of PRINTERS' INK's invaluable space.

All four of the letters herein quoted are models of their kind, and I hope the writers may sometime get all their feet under the same table for better acquaintance. By the way, wouldn't you like to be there, too?

Prospects I Have Met

"Is the office boy on duty to keep people away from me?"

"Yes, sir."

"Is there a bench in the hall on which busy business men may sit while waiting to see me?"

"Yes, sir."

"Is there a hidden lock on the gate that leads into the outer office?"

"Yes, sir."

"Has the telephone girl been instructed to ask all who call for me their name and business?"

"Oh, yes, our telephone girl knows all about that."

"And to consult me before permitting any one to talk to her?"

"Yes, sir."

"Is everything arranged here to make it as difficult as possible for people to transact business with this firm?"

"It is."

"Good. Then I'll go into my office and begin plans for our salesmen selling other people."

P. W. McLean, in "The Wales Visible."

No Anti-Coupon Legislation This Session

Members of the Ways and Means Committee of the House of Representatives are said to have confirmed reports that there will be no legislation at this session placing prohibitive tax on cigar and cigarette coupons or prize tickets.

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty cents a line for each insertion. No order for one time insertion accepted for less than two dollars. Cash must accompany order. Forms close 10 a. m. Monday preceding date of issue.

ADVERTISING AGENTS

ALBERT FRANK & COMPANY ADVERTISING

26 Beaver Street, New York

Chicago

Philadelphia

Boston

ADVERTISING MEDIA

PACIFIC COAST FARMERS of Oregon, Washington, Idaho and California can best be reached thru the old reliable **NORTHWEST PACIFIC FARMER**, of Portland, Oregon—Weekly, 45 years.

ADVERTISING SERVICE

PAUL BROWN
154-W-106 ST.
NEW YORK CITY
TELEPHONE 6120
RIVERSIDE

FREE LANCE



COMMERCIAL ARTIST

HELP WANTED

A Good Opportunity For the Right Man

An advertising agency has been requested by a Company in the Middle West manufacturing a germicide and disinfectant, prescribed and used by physicians and surgeons, as well as by the general public, to secure for them a competent advertising manager. This man must be capable of planning and executing advertising campaigns directed at consumer, druggist and physician and must be competent to handle sales correspondence and follow-up. Previous experience in connection with some ethical proprietary remedy will be a recommendation but is not absolutely essential—Article is an exceedingly meritorious one and a good repeater. Applicant must be ready to take hold at once. Address Box 553, care Printers' Ink, stating previous experience and salary expected.

WANTED.

A young man between the age of twenty and twenty-six who has had experience in advertising, to take charge of Advertising Department. Must be well educated, of good address and clean habits. Apply stating salary required. The right young man can work into a good position.

THE WILLIAMS PIANO CO., LTD.
Oshawa, Ontario, Canada.

YOUNG man stenographer, some experience, considerable latent ability in advertising, wanted by young rapidly growing corporation in large mercantile field. Must be versatile, not only willing but anxious to extend his activities beyond advertising work into other features as he develops and opportunity offers. Not position for high-priced man at present. Stenographer's job at \$18 per week. Usual rosy prospects not offered. But the young man who takes enough interest in his future to make a study of the business and do more than the work that is handed him will have just as good an opportunity as anyone else in the Company—barring none and better than some. Unnecessary to tell young man we want what information is requisite for recognition his application. Box 600 care Printers' Ink.

POSITIONS WANTED

SECRETARIAL or executive. Has common sense developed by eleven years' practical work (agency, magazine and trade paper). Systematic in handling detail work. Box 561, Printers' Ink.

ARTIST—Several years' experience in newspaper and general advertising art. Now employed in men's fashion (Chicago). Age 27. Married. Reliable. References. Box 554, Printers' Ink.

ADVERTISING Solicitor—Five years' experience on class and farm papers. At liberty Jan. 26th. Best of references. Real business-getter. College graduate. Box 555, Printers' Ink.

AGE 27. I. C. S. training. Student wishes position, assistant to advertising manager or small retailer. Have had considerable experience in retail business and would prove a valuable assistant to some reliable retailer. Thorough knowledge of type, layouts and printing. Reference and information upon request. Box 551, Printers' Ink.

YOUNG MAN, 22, advertising student, seeks advertising agency or trade paper connection where he can advance himself. Now assists magazine editor. A hustler and willing worker. Box 533, Printers' Ink.

WANTED, EXPERIENCE

Young American wants to work up in advertising agency. Knowledge of type, layouts, English. Industrious, faithful, neat. References, character, business. Box 559, Printers' Ink.

ADVERTISING Manager who is capable of handling sales department and salesmen. Edits house organ—originates ideas for advertisements, booklets, etc. Knowledge of printing and designing. Highest references. Box 558, Printers' Ink.

A FIRST-CLASS STENOGRAPHER, YOUNG MAN OF 24, who has been a hard student of advertising for two years, wishes to get in a progressive advertising office. Strong in English and has good address. Can write good copy and display advertisements. Box 556, Printers' Ink.

ADVERTISING MAN—25 years old, with 8 years' sales and advertising experience. Knows how to do real constructive sales promotion work; make distinctive layouts; write clean, forceable copy and sales letters that pull. Address D. B., 917 Commonwealth Bldg., Philadelphia.

PARTLY developed male advertising brain, 28 years' old, wants to connect with an agency or any firm that will ultimately appreciate the possible results to be had from a BIG desire to make good. I. C. S. graduate and a close student of everyday life. Who will take me on suspicion? Address Box 557, care of Printers' Ink.

BETTER Opportunity Wanted—Young man now in charge of advertising and sales for a Cincinnati manufacturer desires a position as advertising manager offering larger opportunities. Ten years' selling experience and four years in present position. Ambitious and willing to work. Age 32, married. Address Box 550, care of Printers' Ink.

POSTER STAMPS

HUNDREDS of beautiful, original styles and designs Advertising and Pictorial stamps suitable for Manufacturers, Exporters, Jobbers, Retailers, Transportation Lines, etc. Standardized processes of manufacture give attractive Stamps at low prices. Assortment of samples if requested on letter head. **THE DANDO COMPANY**, 26-32 S. 3rd St., Philadelphia.

PUBLISHING BUSINESS OPPORTUNITIES

Well established publishing organization would buy another good trade paper. Box ZZ-540, care of Printers' Ink.

STANDARD BOOKLETS

HIGHLY SPECIALIZED ability to write and design, and facility to print small and large editions of booklets, standardized $3\frac{1}{2} \times 6$, in 8, 16 and 32 pages, with covers. Ten standard styles. Our original methods cut cost and save you money; our "copy" sells your goods. We will design and print 1,000 for \$17.75; 5,000 for \$42.75. Samples if requested on your letter head. **THE DANDO CO.**, 28-32 So. 3rd St., Philadelphia, Pa.

Printers' Ink's Subscription Prices

In view of frequent requests for special rates on single subscriptions and for clubbing offers on a number of orders sent in at one time, PRINTERS' INK wishes to bring attention to the following, as printed on all subscription blanks:

"NOTE: A subscription to PRINTERS' INK for one year costs \$2, for six months \$1. For three years, paid in advance, \$5. Canadian postage: fifty cents per year extra. Foreign postage: one dollar."

PRINTERS' INK offers no inducement for subscriptions, outside of editorial merit and interest. No premiums, no commissions to subscription agencies, and no low rates to any individuals or organizations.

PRINTERS' INK PUBLISHING CO.

12 West 31st Street

NEW YORK

Roll of Honor

ALABAMA

Birmingham, *Ledger*, dy. Average for 1913, \$9,002. First 2 months, 1914, 30,345. Best and cleanest advertising medium in Alabama.

ARIZONA

Phoenix, *Gazette*. Average daily circulation 6 months ending Sept. 30, 1914, 6170.

CONNECTICUT

New Haven, *Evening Register*, daily. Aver. for 1913 (sworn) 19,236 daily, 2c.; Sunday, 15,630, 5c.

ILLINOIS

Joliet, *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1914, 9,775.

Peoria, *Evening Star*. Circulation for 1913, Daily, 21,605; Sunday, 10,876.

INDIANA

South Bend, *Tribune*. Sworn average Dec., 1914, 13,438. Best in Northern Indiana.

IOWA

Burlington, *Hawkeye*. Average 1914, daily, 9,999; Sunday, 11,108. "All paid in advance."

Des Moines, *Register and Leader-Tribune*, daily average May '14, 69,234; Sunday, 48,595. Iowa's Supreme Want Ad Medium. Sent for town by town and zone circulation booklet.

Waterloo, *Evening Courier*, 50th year: Av. dv 1913, 9,231. Daily aver., Apr. to Sept. 1914, 14,262.

KENTUCKY

Louisville, *Courier-Journal*. Average 1914, daily, 33,395.

Louisville, *The Times*, evening daily, average for 1914 net paid \$1,378.

LOUISIANA

New Orleans, *Item*, net daily average for 1913, 55,604.

MAINE

Augusta, *Kennebec Journal*, daily average 1914, 11,763. Largest and best circ. in Cent. Me. Bangor, *Commercial*. Average for 1914, daily, 11,763.

Portland, *Evening Express*. Net average for 1913, daily 19,637. Sunday *Telegram*, 15,002.

MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1913 — Sunday, 56,888; daily, 76,735. For Dec., 1914, 76,235 daily; 61,825 Sunday.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

Boston Globe

Average Gross Circulation 1913: 177,747 Daily 313,397 Sunday

Sworn net average circulation March, 1914: Daily, 199,136; Sunday, 287,410.

Advertising totals: 1913, 8,334,750 lines, 1,136,622 lines more than any other Boston paper published.

The above totals include all kinds of advertising from that of the big department store to the smallest "want" ad.

Boston, *Evening Transcript* (CCC). Boston's tea table paper. Largest amount of week day ad.

Lynn, *Evening Item*. Daily sworn av. 1911, 16,987; 1912, 18,352; 1913, 18,873. Two cents. Lynn's family paper. Covers sold thoroughly.

Salem, *Evening News*. Actual daily average for 1913, 19,498.

Worcester, *Gazette*, evening. Av. Jan. to Dec., '13, 21,904. The "Home" paper. Largest ev'g circ.

MINNESOTA

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.



Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average 1st 9 mos. 1914, 113,168. Actual average for 1914, 129,373.

Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1913, daily *Tribune*, 104,783; Sunday *Tribune*, 159,163.



MISSOURI

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1913, 128,602.

NEW JERSEY

Camden, *Daily Courier*. Daily, Oct. 1st, 1913, to Mar. 31, 1914, 11,063.

NEW YORK

Buffalo, *Courier*, morn. Ave., 1913, Sunday, 105,269; daily, 61,755; *Squire*, evening, 67,566.

Buffalo, *Evening News*. Daily average, for 1913, 93,379.

Schenectady, *Gazette*, daily. A. N. Lietz. Actual Average for 1914, 23,017. Benjamin & Kentnor, 225 Fifth Ave., New York; Peoples' Gas Building, Chicago.

OHIO

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1913: Daily, 113,697; Sun., 166,054. For Dec., 1914, 131,617 daily; Sunday, 162,708.

PENNSYLVANIA

Erie, *Times*, daily. Average circulation 1914, 23,370; 23,301 av., Dec., 1914. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Washington, *Resort and Observer*, circulation average 1913, 13,875.



West Chester, *Local News*, daily, W. H. Hodgson. Aver. for 1913, 15,156. In its 42nd year. Independent. Has Chester Co. and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, Times Leader, eve. Gov. report Oct. 1, 20,468, gain of 1,296 net in 6 mos.

York, Dispatch and Daily. Average for 1913, 19,197. Covers its territory.

RHODE ISLAND

Newport, Daily News, (evening) 66th year. Covers field. Circulation for 1913, 4,718.

Pawtucket, Evening Times. Average circulation for 1913, 21,628—sworn.



Providence, Daily Journal. Sworn ave. net paid for 1913, 19,036 (©©). Sunday, 30,494 (©©). **The Evening Bulletin**, 47,602 sworn ave. net paid for 1913.

Westerly, Daily Sun. S. E. Conn. and S. Rhode Island Sun to every 7 persons. Aver. cir., 1913, 6,630.

VIRGINIA

Danville, The Bee (eve.) Average for 1914, 5,799.

WASHINGTON

Tacoma, Ledger. Average year 1913, daily and Sunday, 21,551.

Tacoma, News. Average for year 1913, 20,610.

WISCONSIN

Janesville, Gazette. Daily average, Nov., 1914, daily 7,675.

Racine (Wis.) Journal-News. A. B. C. audit gives biggest circulation.

SASKATCHEWAN, CANADA

Regina, The Leader. Average, for Sept., 1914, 19,469. Largest circulation in Province.

Want-Ad Mediums

CONNECTICUT

New Haven Register. Leading want ad medium of State. Rate 1c. a word. Av. '13, 19,256.

MAINE

The Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined. 1c. a word; 7 times, 4c.

MARYLAND

The Baltimore News carries more advertising than any other Baltimore daily. It is the recognized Advertising Medium of Baltimore.

MINNESOTA

The Minneapolis Tribune, Daily and Sunday, is the leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1913 111,417 more individual Want Advertisements than its nearest competitor. Rates: 1 Cent a word, cash with the order; or 10 Cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



NEW YORK

The Buffalo Evening News is the best classified advertising medium in New York State outside of N.Y. City. Write for Classified Rates, sworn circulation statement, and rate card.

PENNSYLVANIA

The Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

Gold Mark Papers

ILLINOIS

Bakers' Helper (©©), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.
The Inland Printer, Chicago (©©). Actual average circulation for 1912-13, 17,266.

MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woollen industries of America (©©).

Boston Evening Transcript (©©), established 1830. The only gold mark daily in Boston.

Worcester L'Opinion Publique (©©). Only French daily among 75,000 French population.

NEW YORK

Brooklyn Eagle (©©) is THE advertising medium of Brooklyn.

Dry Goods Economist (©©), the recognized authority of the Dry Goods and Department Store trade.

Hardware Dealers' Magazine (©©). Specimen copy mailed on request. 283 Broadway, N. Y.

New York Herald (©©). Whoever mentions America's leading newspapers mentions the New York Herald first.

Scientific American (©©) has the largest circulation of any technical paper in the world.

PENNSYLVANIA

THE PITTSBURG (©©) DISPATCH (©©)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburg field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburg.

RHODE ISLAND

Providence Journal (©©), only morning paper among 600,000 people. "The R. I. Bible."

TENNESSEE

The Memphis Commercial Appeal (©©) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial Appeal passes both quality and quantity tests. Daily, over 56,000; Sunday, over 87,000; weekly, over 98,000.

WISCONSIN

The Milwaukee Evening Wisconsin (©©), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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An Increase Greater Than Others' Totals

The average paid circulation of THE CHICAGO TRIBUNE for the month of December, 1914, was:

Sunday . . 535,735

Daily . . . 320,412

From its first circulation statement under the Federal Laws (for the six months ending September 30, 1912) to the present time, THE CHICAGO TRIBUNE shows an unbroken record of steady and tremendous increase that surpasses that of any other newspaper in the world.

The Sunday increase during this period was 231,410, or 76 per cent.

The daily increase during this period was 99,912, or 45 per cent.

This Sunday *increase* of THE CHICAGO TRIBUNE is greater than the present *total* week day circulation of 4 out of the 6 other Chicago newspapers.

The daily *increase* is greater than the present *total* week day circulation of one of those other papers.

Less than one per cent of all the daily newspapers in the United States and Canada have

a *total* circulation as great as this *increase* of THE CHICAGO TRIBUNE in this comparatively short period.

The *total* circulation of THE SUNDAY TRIBUNE is considerably in excess of the *total* circulation of any other Chicago paper, daily or Sunday, morning or evening.

The *City* circulation of THE SUNDAY TRIBUNE is nearly three times as great as that of one Chicago Sunday paper and at least fifteen per cent greater than that of another.

The *total* circulation of THE DAILY TRIBUNE is nearly equal to the *total* week day circulation of the other Chicago morning papers *combined*.

The *City* circulation of THE DAILY TRIBUNE is greater than that of the other Chicago morning papers *combined*.

In total Sunday circulation, THE CHICAGO TRIBUNE now ranks second in the United States.

In total week day morning circulation, THE CHICAGO TRIBUNE now ranks third in the United States.

The Chicago Tribune

The World's Greatest Newspaper

(Trade Mark Registered)

Member Audit Bureau of Circulations

Eastern Advertising Office: 1216 Croisic Bldg., 220 Fifth Avenue, New York City

Pacific Coast Advertising Office: 742 Market Street, San Francisco